

■ INTELLIGENT NETWORK & VAS

Service Creation Studio

Design, launch and evolve new voice, SMS, USSD and CAMEL services in days — without touching your core network.



5

Service domains on one platform

25+

Ready-to-launch service scenarios

Days

From idea to live service

0

Changes to core network equipment

OVERVIEW

Turn service ideas into revenue — at the speed of the market

Subscribers expect new digital services all the time. The operators who win are the ones who can design, test and launch them fastest. PROTEI Service Creation Studio puts that speed in your hands.

PROTEI Service Creation Studio is a **carrier-grade service creation and execution platform** that lets mobile operators design, orchestrate and deliver advanced services across voice, messaging and signalling — from one place.

Built on industry-standard protocols — **CAMEL/CAP, SS7/SIGTRAN, Diameter, SIP, SMPP, USSD, MAP/ATI and HTTP/HTTPS** — it acts as a central intelligence

layer between your core network and your business systems: charging, CRM, loyalty, campaign management and partner APIs.

Product and marketing teams configure service rules, pricing, segments and promotional triggers themselves — no core-network changes and no long engineering projects. New services reach the market in days, and every one of them is monitored, reported and ready for revenue assurance.

KEY BENEFITS

Why operators choose Service Creation Studio

Faster time to market

Launch new VAS in days instead of months, with reusable building blocks and templates.

No core-network changes

Services run on top of your existing MSC, HLR, SMSC and USSD gateway — any vendor.

Business teams in control

Non-technical teams set rules, prices, thresholds and segments through a visual editor.

New revenue streams

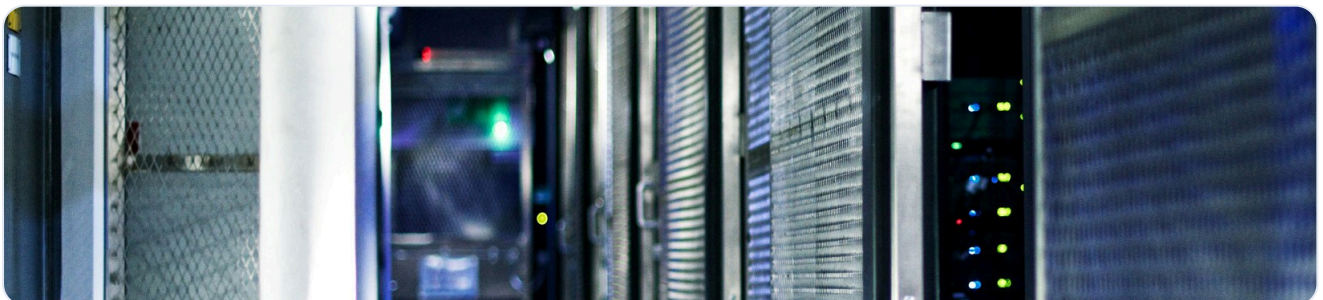
Premium and freephone numbers, enterprise services, sponsored calls, loyalty and more.

Lower cost of ownership

One platform replaces many single-purpose VAS boxes and custom integrations.

Carrier-grade by design

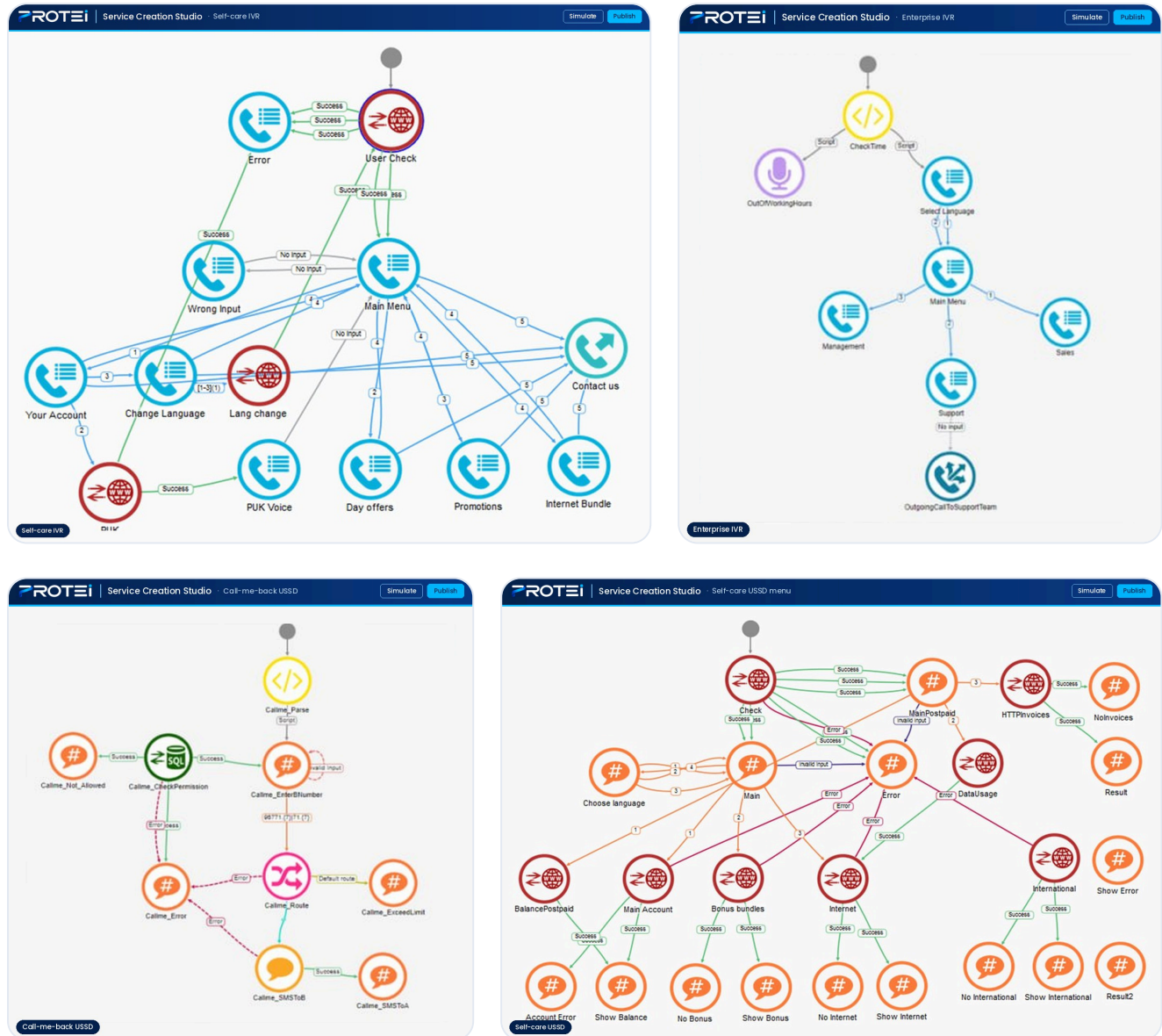
High availability, horizontal scaling and full OSS/BSS integration.



THE STUDIO

Design services visually — no code required

Drag building blocks onto the canvas — IVR and USSD menus, HTTP/API requests, SQL lookups, scripts, routing rules, SMS and outgoing calls — connect them, test with the simulator and publish. No code and no core-network changes. Every service below was built this way.



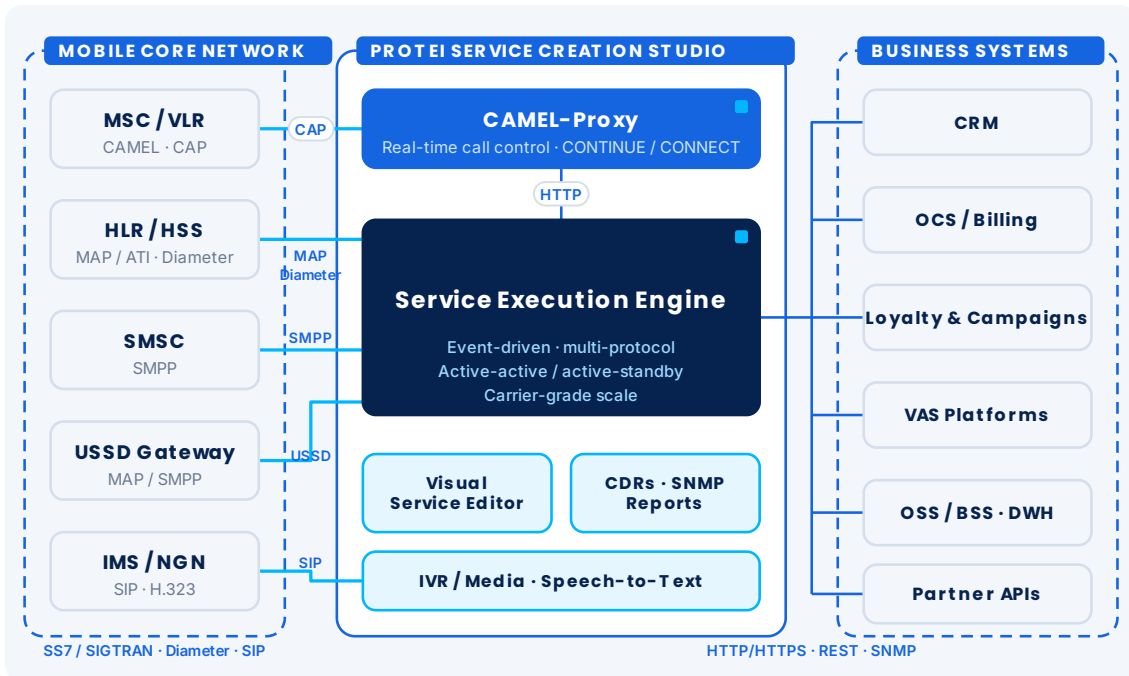
Self-care IVR — subscriber check over API, multi-language menu, account, PUK, offers, bundles and transfer to the contact centre.

Enterprise IVR — working-hours script, language selection, sales, support and management, with an automatic outgoing call to support.

Call-me-back USSD — number parsing, database permission check, routing by number range and limits, SMS to both parties. **Self-care USSD** — balance, bonuses, internet and international packages and postpaid invoices, each backed by a live API call.

TECHNOLOGY

Architecture: one intelligence layer between network and business



PROTEI Service Creation Studio connects the core network with charging, CRM, loyalty and partner systems

At its core, the Studio is a **multi-protocol, event-driven service execution environment**. A built-in **CAMEL-Proxy** intercepts originating and terminating call events (o-BCSM/t-BCSM) over CAP, applies the service logic in real time and instructs the MSC to CONTINUE or CONNECT — with no changes to core equipment.

Northbound, RESTful HTTP/HTTPS APIs connect CRM, OCS, loyalty and campaign platforms. Southbound, the Studio speaks SMPP to SMS centres, USSD for interactive menus, SIP/H.323 for IP voice and MAP/ATI or Diameter (Sh) to the HLR/HSS for real-time subscriber location and status.

Built for mission-critical networks

- Active-active and active-standby redundancy for uninterrupted service
- Horizontal scaling for carrier-grade traffic volumes
- Modular design — activate and scale each service component independently
- Northbound OSS/BSS interfaces for automated provisioning
- Real-time monitoring via SNMP; CDRs for data warehouse and revenue assurance

Building blocks for every service

Triggers

CAMEL call events, USSD codes, SMS to short codes, API and CRM events, schedules.

Logic

IVR and USSD menus, scripts, routers, counters, thresholds and segmentation rules.

Integrations

HTTP/REST, SQL databases, HLR/HSS over MAP/ATI or Diameter, OCS, billing, CRM and partner APIs.

Actions

SMS, USSD Push, voice prompts, outgoing calls, CONNECT or CONTINUE.

■ SERVICE PORTFOLIO

Five service domains, one platform

Every scenario below is ready to configure and launch — and each can be extended with your own business rules, pricing and integrations.

■ CAMEL-based services

Feel@Home

Roaming dialling correction: roamers dial as at home and calls are routed correctly, with separate prepaid and postpaid logic.

Mobile VPN

Short-number dialling between corporate users, corrected to full numbers before the call is set up.

Number Alias

Subscribers reserve a memorable alias number for outgoing calls, with flexible pricing and reservation rules.

Virtual Office

Enterprise IVR for SMEs on their mobiles: hunt groups, call-back, voicemail and call-me-back SMS.

Call Screening

Personal black and white lists, including rejection of hidden or withheld caller IDs.

Freephone & Premium Rate

Virtual numbers routed by time, day, caller and location to mobile or fixed numbers, with fallback.

Consumption Thresholds

Usage-based triggers that award loyalty points, add bundles, notify CRM or start campaigns.

Promotional SMS

Destination- and language-based offers sent as subscribers dial, with counters that trigger outbound campaigns.

■ Voice & IVR services

Self-care IVR

Balance, minutes and bundles, recharge (own or another account), buy voice/data/SMS bundles, change tariff, language or password — with menus adapted to the caller's location and profile.

Sponsored Call

Free on-net or off-net minutes in exchange for listening to targeted ads, with per-day and per-month limits.

Smart Call Completion

Failed calls (low balance or unreachable) get one menu: BEEP call, call-me-back SMS, collect call or voicemail.

Informative Outgoing Calls

Automated calls, SMS and USSD Push for bill reminders, invoices and service notices — triggered by any system.

BEEP Call

API-triggered missed-call signal with daily, per-recipient and hourly limits and custom CDRs.

Customer Service Survey

Automatic post-call surveys triggered by the contact centre, with results reported in real time.

Speech-to-Text

Voice-driven IVR menus using leading speech-recognition engines — “say helpdesk or press 1”.

Money Transfer IVR

Guided access to mobile-money transfers, bank payments and helpdesk services.

SMS services

Interactive SMS

Promotional and survey dialogues with short codes, with answers collected into reports.

Help SMS

Instant instructions by keyword — PUK, nearest shops, VAS tutorials, prices and more.

Service Provisioning SMS

SMS keywords for platforms that only offer APIs — e.g. SUB to subscribe to voicemail.

Trouble Ticket Tracking

Automatic SMS updates as CRM tickets are opened, processed and resolved — with a closing survey.

Group Messaging

One message to a short code reaches a whole team or organisation, with sender control lists.

USSD services

Dynamic USSD Menus

Fully interactive menu trees that query APIs, databases, CRM and the HLR in real time — for recharge, payments, location-based offers and self-care.

USSD Push Campaigns

Instant, session-based campaigns triggered by API or created like bulk SMS campaigns — with USSD Push as the channel.

Value-added services

Voicemail & Dynamic Voicemail

Off-net and international callers can leave messages for unreachable subscribers — earning extra termination revenue.

Missed Call Notification

Subscribers learn who called while unreachable, with call counts and last-attempt time.

Notify Me

Callers are told when the subscriber they tried to reach is available again.

Collect Call

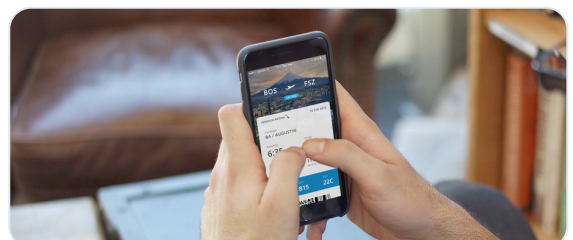
Calls completed at the called party's expense — keeping low-balance subscribers connected.

Comfortable Jump

Callers to an old number hear or receive the subscriber's new number by SMS or IVR.

Your next service

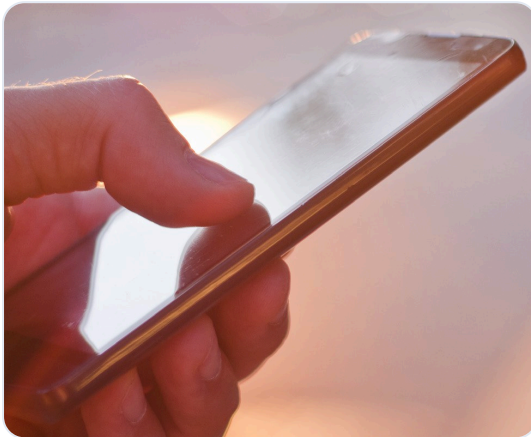
Combine any triggers, logic and actions to build services that are unique to your market.



■ BUSINESS VALUE

Built to grow your revenue

Service Creation Studio turns your VAS portfolio from a commodity into a strategic competitive asset — with a clear return on investment.



■ Revenue streams it unlocks

- **Number translation** — premium rate and freephone services for businesses
- **Enterprise services** — Virtual Office and Mobile VPN for SMEs and corporate clients
- **Loyalty and retention** — rewards driven by consumption-threshold analytics
- **Advertising** — sponsored calls and targeted promotional messaging
- **Personalisation** — Number Alias and premium subscriber features

- **Termination revenue** — Dynamic Voicemail for off-net and international calls

■ Operational efficiency

- New services launched by product teams in days, not engineering projects in months
- Lower total cost of service ownership — one platform instead of many
- Less customer-care load through self-care IVR, USSD and SMS
- Full visibility of usage, subscriber behaviour and revenue impact through CDRs, reports and SNMP monitoring

■ From idea to live service in four steps

1 • Design

Drag and connect building blocks in the visual editor, or start from a ready-made template.

2 • Integrate

Link CRM, OCS, loyalty or partner systems through ready connectors and open APIs.

3 • Test

Simulate the service end to end before it reaches a single subscriber.

4 • Launch & measure

Publish in one click, track usage and revenue in real time, refine and re-publish.

Your network. Your services. Your speed.

Talk to PROTEI about the services you want to launch next — we will show you how quickly they can go live with Service Creation Studio.



■ ABOUT PROTEI

Carrier-grade telecom solutions since 2009

Founded in 2009 and headquartered in Amman, Jordan, Professional Telecommunication Incorporation (PROTEI) designs and delivers carrier-grade software for mobile and fixed network operators, MVNOs, enterprises and governments. Our portfolio of 50+ systems and solutions spans core network, roaming, messaging, value-added services, data management, public safety and customer care.

With development centres in Jordan, Europe and the CIS, live deployments across the Middle East, Europe, Africa, Latin America, Central Asia and the CIS, and regional offices in the UAE and Central Asia, PROTEI serves more than 400 clients. Every platform is designed in-house under ISO 9001:2015 and ISO 14001:2015 certified quality management.

17

Years in telecom

400+

Clients worldwide

45

Countries

50+

Systems & solutions

Turn your network into your next growth engine.

Talk to our experts about launching new value-added services faster with Service Creation Studio — and see how PROTEI can help you grow revenue, cut costs and protect every subscriber.

Professional Telecommunication Incorporation (PROTEI)

Headquarters · Amman

Wasfi Al-Tal Street, Al Otoum Business Center 98, Suite 205
P.O. Box 961741, Amman 11196, Jordan

T +962 6 560 78 33

E sales@protei.me

GCC Branch · Dubai

Business Village Deira, Al Maktoum Road
4th Floor, Block-B, P.O. Box 183, Dubai, U.A.E.

T +971 (0) 4 230 6029

E sales@protei.me



www.protei.me

Carrier-Grade. Future-Ready.