

Bharti Telesoft launches AVAN - a Path-Breaking Voice Applications System

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New Voice Application System Saves over 50% Network Capacity.

Bharti Telesoft, the leading provider of integrated VAS solutions for mobile operators in emerging markets, has launched a path-breaking aggregation system that will transform operators' ability to launch innovative new voice applications quickly and cost effectively.

Bharti Telesoft's AVAN – Aggregated Voice Applications Network – enables operators to deliver an unlimited portfolio of voice-activated rich applications instantly, and at the same time optimize the existing network to realize major efficiencies in terms of network utilization and operational resource. This is achieved without any upfront investment, creating a sustainable competitive advantage for operators in rapidly expanding markets where subscribers demand voice-enabled access to content. AVAN abstracts the operator's core network and VAS elements, presenting a generic layer to application developers. This plug 'n play approach to applications delivery enables applications running on AVAN to be launched far faster than is currently the norm.

Given the growth projections for voice-based VAS and the overall market scenario, AVAN enables operators to gain market share among all subscriber segments by providing a strong voice portfolio of services, improve their market and financial performance by reducing capex and opex investment, enhance operational efficiencies, and establish and reinforce a market leadership position by setting benchmarks for performance, security, innovation and profitability.

"We are continually striving to support operators to achieve their twin goals of service innovation and performance improvement. Voice-enabled access to content is critical for operators in emerging markets, where new subscribers require voice-based services. With AVAN, we enable rapid rollout of new voice-enabled services to meet subscriber demand - with minimal investment, which enables operators to meet financial goals. AVAN also supports the developer community as we are able to launch applications from a wide range of sources – such as resource-constrained start-up companies or individuals who have created a novel application," commented Manoranjan Mohapatra, CEO, Bharti Telesoft.

"We have already deployed AVAN for a leading international operator and are excited by the improved speed with which new voice-enabled applications are being launched. We have also seen major cost-efficiencies in the network resources required, by over 50%, with reductions in bandwidth and in platform infrastructure as applications use these resources on a shared basis. Operators are further benefiting from the reduced management overheads for new applications as applications are pre-integrated," explained Mayank Sharma, VP mLifestyle Solutions, Bharti Telesoft.

About Bharti Telesoft

Bharti Telesoft is the leading provider of integrated VAS solutions for mobile operators in emerging markets. Among the top 3 global providers of integrated VAS solutions in rapidly growing markets, Bharti Telesoft has deployed solutions for over 100 mobile operator customers in over 70 countries worldwide. Its solutions help power services to over 500 million mobile subscribers globally. With an extensive portfolio that easily integrates into the operator's business environment and includes mobile music, banking, prepaid and messaging applications, Bharti Telesoft's solutions reach one in three mobile phone users in the emerging markets of Asia, Africa and the Middle East. Bharti Telesoft is owned by Bharti Enterprises, one of India's leading business groups, Sequoia Capital, a leading Venture Capital business, and Cisco, the world's leading provider of network equipment and management for the Internet. For more information, please visit www.bhartitelesoft.com