

Converged fixed-mobile for business

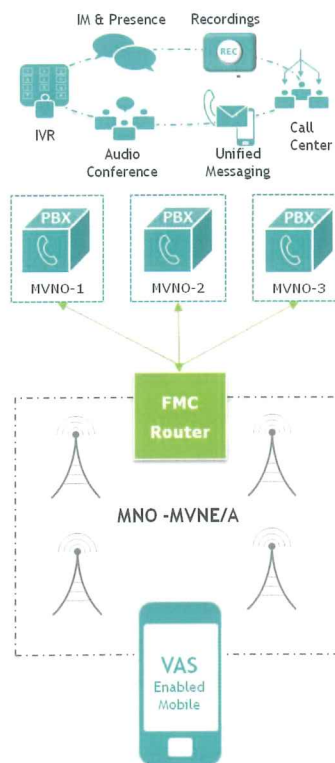
Based in France, Centile Telecom Applications is a leading developer of Unified Communications and Fixed-Mobile Convergence (FMC) platforms for operators and integrators. The company recently unveiled its new ISTRA(TM) FMC Router, enabling service providers to offer converged fixed-mobile services and effectively helping them to become Mobile Virtual Network Operators (MVNOs), explains Centile's Director General, Bertrand Pourcelot.

Centile started out with a focus on delivering SIP-based alternatives to conventional PBX solutions. When the IT bubble burst, says Mr. Pourcelot, they successfully adjusted by introducing a true pay as you use model, which was a unique thing to do for a technology company at the time. The move resulted in the creation of a more diverse customer base for Centile, also including larger service providers. In more recent years, the company added mobile solutions to its offering, running on top of the Centile Any3 architecture (Any service, over Any network, on Any terminal). Through this architecture, Centile enables operators to deliver advanced professional communications services to fixed and mobile users independent of the device they're using or the network they're connected to.

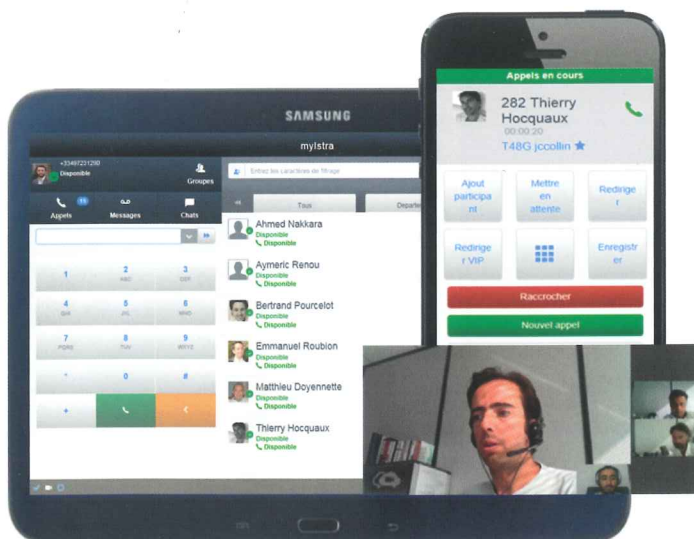
Centile's fixed business is still larger than its mobile business in terms of number of customers, says Mr. Pourcelot, but mobile accounts for higher revenues as customers in this space are larger. One of

their high profile mobile customers notably is Elisa, a tier 1 operator which serves both the private and public sector in Finland and neighbouring countries. Centile currently has customers in 23 countries, on four continents.

Their new ISTRA FMC Router has been developed in support of service providers serving the corporate world and the public sector, says Mr. Pourcelot. "Traditionally, service providers in this space are PBX dealers, alternative operators and telephony integrators. But as they don't want to be seen ordinary resellers, they aim to create added value with a converged fixed-mobile service offering. By combining their service platform with our router, they can roll out converged services that they wouldn't be able to otherwise." In other words, the technology can assist a service provider to become what Mr. Pourcelot calls 'a SIP light MVNO, and offer features such as fully converged fixed/mobile voicemail, and having the office's fixed number show up even when office staff are



calling from their mobile, thus bringing PBX features on the mobiles. Compared to sophisticated smart phone features, this may seem fairly basic but in the business to business world these converged fixed-mobile voice services are highly valued, says Mr. Pourcelot. Sisteer, a leading European mobile virtual network enabler (MVNE) recently selected the router to enable alternative European fixed operators and integrators to offer FMC services. The offer, named "Smart FMC Gateway" will be launched in France very soon this year. Centile will also market the router itself.





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