



## HOW GLOBALROOM AND TELCOBRIDGES ARE BRINGING MOBILE VOIP TO A NEW CLASS OF SOCIAL MEDIA AND WIRELESS APPLICATIONS



GlobalRoam is a Singapore-based solutions provider that delivers a unique and innovative set of mobile VoIP and social networking applications to operators in Singapore and around the globe.

As its name implies, GlobalRoam's forte is connecting people across diverse geographical barriers, via different mediums, and different technology platforms. The company's patent-pending gCross application combines the mobile & wireless world with the Internet, enabling users to call whom they want, where they want, via local numbers in the most efficient and economical way possible.

But GlobalRoam is much more than inexpensive phone calls: The company's latest cMask applications are breaking new ground in the social media realm, enabling users to communicate in an anonymous manner, and achieve a level of call management and privacy never before seen by traditional calling plans.

The following story details how GlobalRoam, with the help of TelcoBridges, is bridging the mobile and online worlds, to help operators increase revenue, add subscribers, and build brand loyalty, while also providing consumers with cost savings, and a new mobile VoIP experience.

GlobalRoam's patented gCross technology allows mobile subscribers in more than 22 countries to talk and send messages to friends and contacts via instant messaging (IM) and VoIP, at local rates, without having to incur expensive IDD charges. It's an affordable way to reach friends overseas, and it provides a convenient way to connect with online acquaintances from any location, without having to be online and without needing to download additional software on the user's mobile phone.

Starhub, which is one of the largest mobile operators in Singapore, and one of GlobalRoam's most prominent customers, has launched gCross under the brand pfingo. The response from their ever-increasing subscriber base has exceeded all expectations.

GlobalRoam's newest offering – cMask – allow users to give out their numbers whilst keeping their privacy. With cMask, users gain exclusive control over who may contact them – and when. It also enables users to keep their number private when they contact others, via calls or SMS. It is designed for people with active social lifestyles, or for professionals who wish to keep their personal time respected.

According to **GlobalRoam's CEO Clarence Tan**, cMask is becoming widely adopted for advertisements on online communities, such as eBay, where a phone number is provided to buyers, who only need it for a short period of time. "When people advertise to buy and sell things, they can give out a cMask number, and deactivate it once their transaction is complete," states Tan. "cMask is also useful for social networking applications like LinkedIn, Facebook, or dating/social applications where people want to chat/SMS over mobile phones, yet still maintain their privacy, and have the ability to efficiently screen calls."

"We've deployed gCross for more than a year with great success, as its business benefits and ROI are very easy for operators to see. But even more exciting is the level of interest we're seeing for cMask – which is essentially a reverse engineered version of gCross, running on the same TelcoBridges hardware," adds Tan. "With cMask, we think we're breaking new ground with respect to managing mobile calls, and we're looking forward to rolling it out on a wider scale, as a value added service to the present solutions of tier-1 telco operators around the globe."

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### Applications:

- A new level of privacy/call screening capabilities for mobile phones
- International Dialing at Local Rates

### Business Challenges:

- Finding a high density, high capacity telecom platform, at an affordable price per port
- Minimizing hardware requirements, by being able to deploy E1s, T1s, J1s and SS7 on the same port, and VoIP and TDM on the same board

### Benefits:

- The flexibility to deploy a new-class of applications to telcos with different requirements, in different countries
- The reliability, and high-availability needed to support a growing user base in the 12-figure range

## A New-Age Call Screener For Social Media Applications

cMask is provided to users on a subscriber-basis, (for approximately \$10 per month, depending on telcos and regions). It provides users with up to 500 discrete phone numbers. The user never has to reveal their personal number. Instead, they give out a cMask variant, and when it is dialed, the call is routed through the cMask gateway, in a manner that gives the user control over how long they want the number to stay active.

- In a business setting, for advertisements or sales transactions, a user can provide unique number variants to agents, brokers, friends, colleagues and prospects. They can maintain one-to-one relationships with each party – for as long as they want, and they can easily block calls from parties they no longer wish to speak with.
- In a social setting, a person can use cMask to provide her/his number to anyone they want, and when the time comes to end the relationship, they can simply disconnect the cMask number. The calling party receives a standard message indicating that “the person they’ve called is no longer reachable at this number,” and the user’s privacy is maintained in a professional, and discrete manner.

“cMask is designed for people who want to give their phone number out on a regular basis, but also want to maintain their privacy, without having to worry about changing their personal number over time,” adds Clarence Tan. “It’s a useful service for everyone from the dignitary, to the teenager maintaining a busy social calendar.”

GlobalRoam’s Senior Project Manager, Aaron Tiong adds: “You might say that cMask provides the same type of ‘aggressive-passive’ functionality that spam blocking or email filters provide, in that it enables a user to broadcast a number out to a wide audience, yet maintain polite controls, or filters, over who maintains access to that number, and for how long. We believe that cMask is simply the next step in the evolution of mobile communications.”

**To make this solution work**, GlobalRoam needed a stable and reliable VoIP platform that could map calls across multiple signalling protocols; ensure scalable E1/T1/J1 traffic bearing interfaces; and provide large-scale IVR playback and record capabilities. They also needed SS7, ISUP and TCAP signaling capabilities to address VoIP calls and SMS messages through the cMask gateway. Because these applications must support millions of users, the stability and reliability of the underlying platform was essential.

“We researched a wide array of platforms to build the gCross and cMask applications on, and we selected TelcoBridges, because it was simply the best solution in terms of density, capacity and

price-per-port,” states Tiong.

“We needed to deploy E1s, T1s, J1s and SS7 on the same port, and we wanted to be able to address VoIP and TDM on the same board. TelcoBridges was the only platform that enabled us to do this. With other platforms, we needed a Cisco box to bridge TDM and VoIP. This not only increased costs, but it would have required more hardware, more rack space, more power consumption & heat generation, and more areas to service and troubleshoot, should something go wrong. But with TelcoBridges, we got the flexibility, and the density we needed with fewer units, and that was a key differentiator during our evaluation,” states Tiong.

As soon as GlobalRoam finalized its decision to select TelcoBridges’ platform, its developers began creating and integrating its applications via the TelcoBridges C++-based ToolPack API. “Not only did we feel that TelcoBridges’ hardware was superior to other platforms, but *many of the operators we’re working with – in China, Taiwan, Malaysia, Shi-Lanka, India, Indonesia, the Philippines and Singapore – wanted to know what platform we’d selected. We were pleased to learn that the operators we’re working with also prefer TelcoBridges.*”

### Operator Value Proposition:

Successfully deployed throughout Singapore to hundreds of thousands of users, gCross and cMask are helping local telcos enhance their brands and attract new customers. From a revenue perspective, operators are generating VAS revenues of approximately \$10 per month (depending on telcos and regions), per paying subscriber, and they’re also seeing increased traffic across their network from calls made on the unique cMask numbers.

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The success that GlobalRoam has achieved throughout Singapore provides a model that can be replicated around the globe – and TelcoBridges’ hardware provides the flexibility to work in any operator environment, in any country. GlobalRoam is also currently working with operators in China, Taiwan, Malaysia, Shi-Lanka, India, Indonesia and the Philippines, to bring the gCross and cMask applications to a “12-figure” customer range around the globe, according to Clarence Tan.

In addition to global expansion, GlobalRoam is also working to incorporate video calling capabilities into gCross and cMask. Once again, TelcoBridges provides an array of award-winning hardware solutions to accommodate this addition.

“We’re looking forward to a very bright future with the gCross and cMask applications, and we couldn’t think of a better partner to work with than TelcoBridges,” concludes Clarence Tan.



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