



*mobile pioneering*  
*sicap – simply your solution*

## USSD Menu Browser

More than just a USSD gateway, **sicap**'s USSD Menu Browser powers highly interactive content menus for efficient and easy access to self-care and value-added services. All your end users can instantly enjoy a seamless user experience with consistent look and feel, regardless of their device, their roaming status, or their credit balance.

**Sicap**'s USSD Menu Browser allows you to bring all your services under one access code, simplifying content updates, marketing efforts, segmentation and personalisation.

- User-friendly channel to promote your value-added services
- Cost-effective, convenient customer self-care applications and mobile data services
- Seamless integration with existing network and back-office infrastructure



# USSD Menu Browser

## The figures speak for themselves...

- **Fast ROI:** ROI in less than six months for an operator with four million end users who replaced IVR services with USSD Menu Browser.
- **Proven performance and reliability:** with more than 10 years experience, **sicap's** largest system can power more than 10,000 USSD messages per second. Today's most versatile menu structure includes 2,000 menu items.
- **18 customers, serving 200 million end users,** rely on USSD Menu Browser.

## User-friendly and efficient self-care

Offering self-care from a single handset screen menu is a great way to personalise services and ensure visibility. By simply dialling a USSD service number such as \*123#, mobile end users reach a dynamic text-based menu.

The USSD service number can be easily entered as a short-dial number in a personal contact list, for easy one-key access.

USSD requests are up to seven times faster than an SMS and free of charge, even when roaming. From the checking of prepaid balances and changing tariff plans, to reading messages and requesting a purchase, you can publish virtually any service with **sicap's** USSD Menu Browser.

The high-performance platform enables a large number of transactions to be processed simultaneously, with customer response times of less than two seconds.

What's more, by reducing IVR requests you significantly lower your self-care operating expenses.

## Value-added services

The USSD Menu Browser can generate additional revenue streams. You can deploy it as an interface to mobile banking services or info-services, such as weather and sports results.

Services are easy to deploy thanks to graphical, web-based menu creation and management, with personalised structure, content, menu language, and pricing. Services can be charged in real time or via CDRs.

## Technical features

**Sicap's** USSD Menu Browser is highly scalable and seamlessly integrates into any network and back-office infrastructure.

The high-performance platform enables a large number of transactions to be processed simultaneously.

It allows the easy integration of external rendering services using HTML submenus or USSD-over-SMPP. It includes SOAP, JDBC, SMSC, LDAP interfaces and other services.

## What our customers tell us...

*"We experienced a trouble-free implementation and **sicap's** UMB solution has helped us achieve the objective of offering our customers one-stop shopping for value-added services."*

**Maxis, Malaysia**

*"Our subscribers can access a wide variety of SMS-responding and MMS-responding services for self-care, content and entertainment services, simply by dialling one central number followed by a text-based interactive menu."*

**Vimpelcom, Russia**

## How it Works

