

# SGA-CN

## Missed Call Notification System

### Whose Calls You Missed? When To Call Unreachable Partners Again?

“Scientia potential est” – for latin speakers, this means something similar to “knowledge is power”. SGA Missed Call Notification System (SGA-CN) offers an excellent solution to notify subscribers about their lost calls: it monitors the missed calls either originated or received by them. The “Who Called” service of SGA-CN provides text messages (SMS) about calls lost while the subscriber was unreachable (busy, switched off, left without coverage). The “Notify Me” service of SGA-CN is created for callers, who want to resubmit their calls when their previously unreachable peer becomes reachable again: the original caller gets a notification SMS when the called party turns reachable.



**SGA-CN generates revenue by encouraging the subscribers to retry and push through their previously unsuccessful calls.**

### The “Who Called” Service

“Who Called” is a service for subscribers called while being unreachable or busy. Since this may happen practically to everyone, “Who Called” is a service for everyone. A subscriber can have lost calls for several reasons: cannot reply, being busy or being unreachable. The operator can set up the “Who Called” service for a subset of these events, e.g., only for unreachable cases, when the subscriber wouldn’t be informed about the missed calls in any other way. Calls ending in a busy signal trigger an SMS immediately, while in other not-reachable cases the “Who Called” text message(s) will be sent out aggregated when the called party becomes reachable again (e.g., leaves the uncovered area, or switches the handset on in the morning).

Features include:

- only one SMS sent from one caller per session, irrespectively of the number of calls
- the number (MSISDN) of the calling person is indicated as the sender of the SMS, to ease simple single-key call-back
- the Operator is able to set barring for critical periods (e.g., Christmas).



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### The "Notify Me" Service

"Notify Me" is an excellent service to maximize the number of successfully completed call attempts: it sends an SMS to the caller when his/her previously unreachable peer becomes reachable again.

Features include:

- only one SMS sent for one called party per session, irrespectively of the number of calls
- the called party's number (MSISDN) is indicated as the sender of the SMS.

### Operation and Maintenance

The system has advanced logging functions to keep track of received calls and sent messages. Logging can be set at four levels to display minimum to detailed information. Statistics about the handled traffic are also generated periodically and forwarded to the PMS if required. Any hardware or network failure is reported and sent to the NOC/NMC immediately.

### Capacity Considerations

With one SGA-CN software licence the system is able to terminate up to 120 calls simultaneously and to send about 50 SMS/s in peak hours. To achieve this capacity, two SGA-47 E1 interface cards are required, connected to the Operator's SS7 signaling network. One SGA-47 E1 card can handle two bidirectional 64 kbps signaling channels. SIGTRAN solution is also available on request, providing virtually unlimited connection possibilities.

### AITIA Telecommunications References



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