

Bharti Telesoft

Bharti Telesoft provides value added software products and services to wireless and wireline operators worldwide. Formed in 1999, Bharti Telesoft provides services to over 50 service providers in more than 25 countries, operating over 100 networks and delivering services to almost 150 million subscribers worldwide.

Having worked with leading telecom operators worldwide, Bharti Telesoft has developed in-depth domain knowledge, which complement its software skills and technology focus. This is underpinned by a strong quality focus, reflected in Bharti Telesoft's status as an ISO9001:2000 certified organization and its CMM-compliant software processes.

As part of the Bharti group, which also owns Bharti Tele-Ventures, India's leading private sector provider of mobile, voice and data services, Bharti Telesoft benefits from close knowledge of operator requirements and market trends. Major investors in Bharti Telesoft also include WestBridge Capital Partners, Sequoia Capital and Cisco.

Due to its consistent and impressive growth, Bharti Telesoft is a financially strong and stable company on a solid growth trajectory. In 2005, Bharti Telesoft was recognized as one of Asia's Top 100 technology companies by Red Herring and Deloitte Technology rated Bharti Telesoft as India's 2nd fastest growing technology company and the 23rd fastest growing technology company in Asia.

Bharti Telesoft's headquarters and its primary R&D center are located in New Delhi, with other R&D centers in Bangalore and Mumbai. Bharti Telesoft has a strong sales and marketing focus in the Asia Pacific region, Russia and the CIS, the Middle-East, Africa, Europe and Latin America.

Bharti Telesoft Differentiators

- Extensive Product Portfolio – Focus on delivering a full suite of value added services and products to the telecom sector, enabling delivery of a one-stop-shop solution to operators
- Exclusive Telecom Focus – Develops and delivers solutions exclusively targeted at the wireless and wireline telecom community, ensuring deep domain knowledge and outstanding technical expertise
- Rich functionality – Products offer rich functionality to enable operators to differentiate their services in the market
- Open standards, modular architecture – Bharti Telesoft adheres to open systems and standards in product design and products are designed with a componentized internal architecture
- Operational Easy – Products are easy to operate, maintain and administer
- Vendor Neutrality – Employ best of breed technology to ensure development of optimum solutions
- Worldwide Experience – Bharti Telesoft has successfully deployed services and solutions in over 25 countries across 5 continents
- Strong Partner Relationships – To ensure it employs the latest and most relevant technology in its products

Product Overview

Bharti Telesoft offers an innovative and dynamic VAS portfolio that spans the operator's value chain and deliver services that exploit its understanding of best industry practices, subscriber demands and future market trends.

Content Delivery

Delivery and management of content services providing infotainment via an end-to-end managed platform, including RingBack Tone, AppMMSC and subscription based solutions.

Messaging

Efficient management and delivery of compelling value-added media and infotainment services to a click-more, talk-less generation

RoamVantage

Ensures roamers remain loyal to operator networks and experience a consistent level of service wherever they roam

Prepaid

Provides electronic recharge and prepaid logistics, distribution and management systems

Call Management

Captures revenues from all stages of the call life-cycle

Provisioning and Customer Care

Facilitates service provision, cuts overheads and enhances the end subscriber experience

Billing

Solutions that plug revenue leakages from prepaid and optimize revenues from mobile VAS

Managed VAS

Allows operators to focus resource on core activities by providing end-to-end service management, from planning, to implementation to ongoing day to day operations and service expansion

Product Values

Platform Independence - Based on open standards, Bharti Telesoft's core product platforms are network agnostic, enabling utilization of best-of-breed technology to meet operator requirements

Scalability - Bharti Telesoft's modular product framework seamlessly scales to meet market challenges

Security - Bharti Telesoft's products provide essential network security, where third party providers access the operator's network

Traceability - By providing logging and audit mechanisms, Bharti Telesoft's products allow operators to check in detail each individual transaction

Availability - Real-time monitoring of product performance ensures constant service availability