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## Welcome

Welcome to our first newsletter. We received feedback that we do not communicate enough and this is step one in fixing this. We will aim to make it as interesting as possible and with only four issues per year, we promise not to overdo it.

With each issue we will highlight a few of our products and also give a sneak peak of our offers for the following quarter. We would love feedback as this will help us shape it to what you want to see. Your views are important and from the next issue, we'd like to include a short opinion piece on relevant topics.

*This could be VAS consolidation, NFV, Diameter, VoLTE and so on. Let us know what's on your mind.*

*This newsletter issue is particularly important for us because it coincides with our brand refresh. We still represent the same values and dedication – just with a new look. Please read on and let us know what you think of both the format and content.*

*I sincerely hope you will enjoy this journey as much as we are.*

Tjaart van der Walt, CEO ■



## License Consolidation

We have been promoting the idea of consolidated VAS for a number of years.

To show our commitment, we decided to combine the licenses for SMS, USSD and MMS in a **single VAS license**. This means that any license purchased for one messaging system may be applied to another.

This has a number of immediate and far-reaching effects with CAPEX and OPEX savings. It is not just about savings though. With the tight integration between bearers, many new features are possible. Mobile marketing across the bearers with targeted campaigns is a reality and new revenue-generating applications can be deployed in a very short time. Spare a thought for your competitors! ■

[Find Out More](#)

## Follow the Sun

One of the key goals of our Australian office is to become the support hub for all our customers. Most support job orders are done at night to reduce the impact and seeing as night time in Africa and Europe is morning in Australia, this will bring about higher capacity going forward.

We have also been busy wrapping up our brand new support ticketing system called Spyder. Spyder is easy to use, versatile and tracks our performance to match it against our service level agreements.

It also sports a dash-type interface with quick summaries for our customers to see the status of any query.

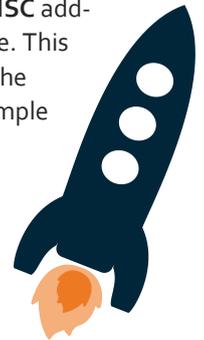


We worked really hard to make this as good as possible, so we will

appreciate your comments. Our support team will be in touch soon in order to activate your Spyder accounts ■

## New Products

We are happy to announce the release of our **IP-SMSC** add-on to our SMSC suite. This makes updating to the latest technology simple and straightforward without any impact on the billing, customer care or any other aspect of messaging. The IP-USSD GW will follow soon.



[Find Out More](#)

MenuBuilder is now capable of serving **dynamic menus** in real time based on subscriber profiles. Dynamic profiling of subscribers allows the MNO to differentiate between subscribers based on a multitude of factors including their location, ARPU, billing type, voice or data consumption, language and many others.

*(Continued on page 2...)*

(From page 1...)

The menu decision criteria can be based on both real-time queries to OSS/BSS systems and also high-speed database lookups of daily files that are ingested from CRM systems.

SmartBridge renders content to USSD, mobi site and even mobi apps. Launching new services has never been easier or quicker.

Furthermore, adding our **SmartBridge** rendering platform to the MenuBuilder extends the reach of all your legacy USSD applications instantly without any modifications to the applications themselves. This keeps the user experience intact across all channels and reduces deployment times for new applications ■

[Find Out More](#)

### TruTeq in the News

We have been publishing pieces on LinkedIn over the past few months and it created quite a response. Examples are [insights on online fraud prevention](#) as well as [VAS Consolidation](#). The fraud piece was [picked up by Fin24](#), who wrote an article around it and that, in turn, was followed up by SABC 2's Morning Live. This resulted in a live interview on SABC 2 via Skype. Stay tuned for more! ■

## Rebrand, Refresh, Reload

"True" can mean something is factually correct and faithful, but it also means something is authentic, aligned or balanced. When we started up back in 2001, our company name just had to start with it. The logo followed this guiding principle and this ethos is represented by the two t's in the name bound together.

Fifteen years later we are still putting the "True" in Technology and the TruTeq brand is stronger than ever, but the logo needed some new life.

The new logo is modern but there is a definite nod to the old girl who carried us for fifteen years.



Last year in August I asked a few people what their opinion was on our website. The site was high on content and low on bells & whistles. We figured

the technology speaks for itself. We were wrong. Very wrong. The feedback was honest but pretty brutal. We really needed a change and so we started the process of completely overhauling the web site.

The new website will be launched in July and we can hardly wait.

Over the next months we will keep adding more content to the website. This includes papers on VAS consolidation, revenue stimulation, operator-lead mobile banking, Diameter, preventing fraud in online banking, a few case studies and even a discussion of blockchain technology and how it will have an impact on our industry.

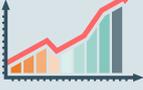
We will also offer ideas on how to remain compliant with regulations on subscription services and how to simplify billing in a virtual network (MVNO) environment. ■

### Notable Quotable

*"...all have commented on the high standards TruTeq upholds when delivering technology solutions that work well."*  
- Chief Officer

*"Their flexible approach and 'can-do' attitude has set them apart from other vendors I have dealt with (and currently deal with) in this space."*  
- Head of Department

### Notable Numbers

-  Longest Uptime in Production: **>9 Years**
-  Busiest 4 Servers: **>50% of Country GDP**
-  Total Number of Users: **90M Subscribers**

## Priority Development

We have not had a rate increase in over twelve years. Instead, we managed to be more efficient by managing our resources and scheduling our projects better. This means our resources are dedicated according to pretty fixed schedules.



But what if a customer has an emergency or super high-priority requirement?

Pulling resources off scheduled projects creates a knock-on effect where up to four projects need to be shuffled.

For this situation, we created an emergency development rate. It is a higher hourly rate that makes it possible for us to remove developers from other projects and fill in for them with other resources in order to make your dates.

This is not intended as a "normal" rate and we urge our customers to plan ahead so we can use better rates ■

[Find Out More](#)

## Special Offer

Every quarter we will promote one of our products at reduced prices. This quarter we are focusing on our Subscription Management system.

Subscription and premium rates services are vital to the health of a mobile network operator because they contribute significantly to the Value-Added Services portion of ARPU. The problem is that many of the content providers who use the services are overly aggressive in their charging and some are downright dishonest.



This alienates subscribers, drives up call center traffic and increases churn. It is often easier to throw away a SIM and get a new number than what it is to get rid of dodgy subscriptions. Apart from this, there may be legislation that protects the customers and prescribes how services may be sold.

The Subscription Manager acts as an intelligent mediation platform that ensures subscribers are informed of the charges when they subscribe and by using a double opt-in process, ensures that consent



was given. Content providers can no longer charge subscribers "by mistake" only to refund the few that complain.

Because the Subscription manager also streamlines the sign-up process and the reminder messaging, a big benefit is that it makes it simpler to sign up large numbers of content providers.

Delight your customer base by showing that you as their trusted network provider really care

[Find Out More](#)

## New TruTeqies

We are very pleased to welcome **Tagan Bailie** to the project management team. Increasing our projects capacity has been a priority for a while and we are very pleased with her appointment.



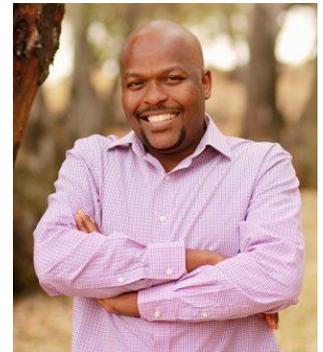
"Being a part of the Truteq family has been the greatest privilege!", says Tagan.

"Working in an environment where your uniqueness is appreciated is extremely exciting and makes for an interesting work space! Truteq's work ethic and friendly environment has

certainly resonated with me and I would love to become a true asset for many years to come!"

We are equally pleased to welcome **Themba Masilela** to our support specialist team.

He joins us as a senior support specialist and having known Themba for many years, we are really chuffed to get an experienced techie like him on board.



Themba is just as excited: "TruTeq's vision is in line with my career objectives, furthermore it is a company with future-oriented cutting-edge solutions that are enhancing communication and customer-satisfaction is a core fundamental value."

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