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Mobile Solutions

mChoice™ Product Suite:

At hSenid Mobile, we pioneer end-to-end platforms that connect Telcos to Businesses. Our product range that enables a world of mobile experiences is known as mChoice™.

The mChoice™ product suite encompasses all functionalities of a Telco backend ranging from Telco Application Platforms, Loyalty Analytics Platforms to Telco Signaling Platforms offering diverse services to reward your customers, better. The innovative nature of hSenid's mobile solutions enables the creation of increased value, improved service quality, greater convenience, and better operational efficiency for Telcos and businesses.



TAP

The Telco Application Platform is an end to end self service platform for Developers and Non Developers to create and market diverse telco apps for individual or business needs. TAP is the Telco dream to build a complete mobile ecosystem.

TAP enables a new wave of developer communities by offering an end-to-end solution that empowers developers and non-developers to create Telco applications effortlessly through a self-care portal, thus eliminating the need for Telcos to involve in app development lifecycle and release. This results in a tremendous app and revenue growth for Telcos.

[More Details](#)

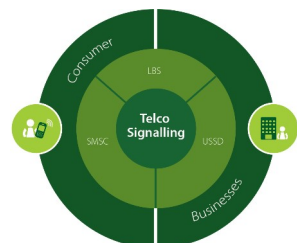


LAP

Loyalty Analytics Platform facilitates to build a loyal customer base for Telcos that enables them to increase customer lifetime value and reduce churn ensuring Telcos to manage territories in the most effective and cost efficient way.

LAP ensures Telcos to sustain a loyal customer base by assisting marketers/managers to make strategic marketing decisions with simple web GUI to segment diverse customer profiles, run effective campaigns and generate real-time reports.

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Telco Signaling suite helps Telcos to draw out much more value of their network assets to achieve full performance that can manage high traffic rates and lower the Total Cost of Ownership (TCO).

Telco-Signaling Platforms enable Telcos to establish relations between businesses and consumers through SMSC, LBS and USSD Gateway based services. All the platforms are built to manage high traffic rates and enable 3rd parties to build innovative telco services. The in-house built SIGTRAN stack used by the platforms lowers the Total Cost of Ownership (TCO) and eliminates the need to purchase expensive 3rd party SIGTRAN stack or SS7 card.

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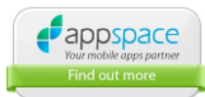
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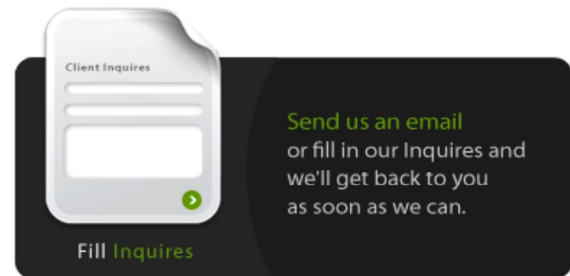
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