GENBAND A2 Multimedia Messaging offers a huge potential for fixed, mobile and cable operators to monetize their messaging platform, either by streamlining their network resource usage or by enabling the introduction of new premium services such as visual voicemail or voicemail-to-text. Since the A2 Multimedia Messaging platform is completely software-based, operating fully on IP-based standards operators can get all the benefits you would expect from IP: OPEX savings, faster time to market and accelerated innovation, a small footprint, and richer convergence capabilities. By leveraging GENBAND, service providers can deploy multiple turnkey solutions from a single messaging platform such as voicemail, voicemail to text, video mail, visual voicemail, unified messaging, fax messaging, and automated attendant services.

Voicemail
Voicemail-terminated calls account for a large portion of voice-related revenues for operators. By providing a single messaging service for fixed, mobile and converged users, service providers can consolidate their operations and maintenance costs of maintaining multiple messaging vendors and platforms while increasing customer satisfaction and adding new revenues for advanced messaging such as visual voicemail, voicemail-to-text, and HiDef voice. GENBAND A2 voicemail gives subscribers the freedom to choose how they want to access their voice messaging by making it accessible via phone, mobile, TV, web and clients.

Video Mail
More cellular phones are equipped with video calling today than ever before. Video mail ensures that video calls are completed when the called party does not answer, ensuring operators capture higher revenues from video call completions. GENBAND A2 video mail supports the top video-enabled mobile phones from Apple, HTC and Nokia. By providing the option to leave a video message or standard voice mail message callers can choose based upon their phone type. Subscribers can record and customize their video greetings and access and retrieve video messages from their computer, mobile, tablet or web.

Visual Voicemail
GENBAND A2 Visual Voicemail provides an enhanced user experience through a visual display of voice messages on the mobile or tablet device allowing users to select which message they want to listen to. Service Providers can drive up ARPU with a chargeable service that stimulates callbacks by making it easy for users to see who called and click to call or click to SMS their reply. GENBAND provides visual voicemail support for iPhone, iPad, Android, Blackberry and other handsets with a simple and brand-able user interface.

Unified Messaging
With GENBAND Unified Messaging service providers can differentiate their offerings with an all-in-one value-added service that unifies email, voice, video and fax messaging with contact and calendar sharing giving users one central repository for all their messaging.

Automated Attendant
Many businesses today cannot afford to have a front desk attendant answering every incoming call but still need to provide personalized service to each and every incoming caller. GENBAND’s A2 Automated Attendant gives smaller businesses the look and feel of a larger company while allowing callers to reach their party efficiently with minimal delays. Automated Attendant can be used to direct calls to the right call center location or to handle calls to various departments. The A2 Automated Attendant service allows service providers and enterprise administrators to easily administer incoming call routing via web based provisioning with routing options such as:
- Dial by Extension
- Dial by Department
• Dial by Name
• Time of Day Routing
• General Delivery Mailbox
• Live Operator

Service Provider Benefits
• Single messaging platform for all messaging applications across wireline and wireless customers lowers operational and maintenance costs.
• Same platform enables rapid deployment new revenue generating applications such as visual voicemail or voicemail-to-text.