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research :: analysis :: consulting

OUR SERVICES



LEAD GENERATION/
LEAD ASSESSMENT



BLOGS/SOCIAL
MEDIA CONTENT



WEBINARS/
VIRTUAL PANELS/
BRANDING



MAILERS/
NEWSLETTERS



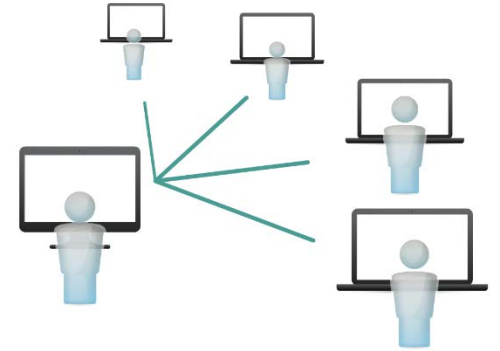
WHITE PAPER/
POSITIONING
DOCUMENT

Our Work



Global Telecom Publishing Giant

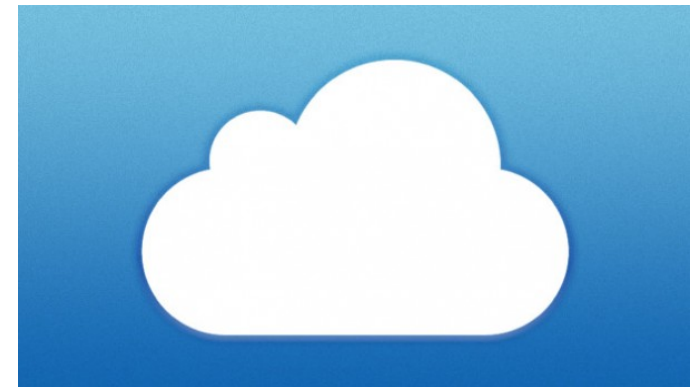
- Webinars, Events Moderated Webinar for Sponsoring Vendors
- Integrated Policy and Control for 3G /4G n/w
- Out-bound Spam Management for 3G n/w
- Smart-phones led Data boom
- Developed Event theme, Press media Meet



Cloud based Unified Communications provider

In-Bound Lead Assessment

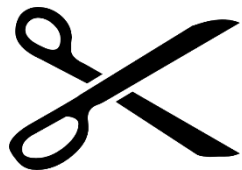
- Thousands of In-Bound Leads via Banner Ads
- Configurable Filters to Categorize Leads
- Leads Allocated to Global Sales team
- Life-cycle Management of Leads
- Tools: Marketo, Linked In, Inside View
- Successful off-shore Marketing Support model



Contemporary marketing tools for lead generation + assessment



Custom Newsletters



Creative mailers that will haunt competition

Your MNO partner just moved up to 4G?
Don't get unplugged! Stay in business with Diametriq DRE



Driving the MVNO business is a full-time activity.

Last of your challenges should be worrying about protocol interface to your MNO partner's infrastructure.

As MNOs migrate from 3G to 4G LTE, their core network infrastructure evolves into a new avatar: the Control Plane is now built around Diameter, the signaling protocol that governs policy, charging and subscription management. While your MVNO network traditionally speaks SS7 protocols (CAMEL / SOAP / RADIUS / WIN / GSM MAP or other variants), your partners' Network Elements have now moved to Diameter and its supported interfaces (S6a, S6d, S13, S12, Gy, Ro and others).

The Result? Your 3G Billing servers are now required to support 3G and 4G Network Elements in the MNO network!

Whitepaper
Impact of LTE Migration for MVNOs
What impact will LTE have on Current MVNO roadmaps?
[Download Whitepaper](#)

Market Entry



PRODUCT /
COMPANY
LAUNCH

MEDIA
PRESENCE

PRESS / MEDIA /
ONLINE
TRACKING

BUZZ / USER
GROUP /
COMMUNITY
BUILDING

TWITTER, SOCIAL
NETWORK
SUPPORT WITH
VIDEOS

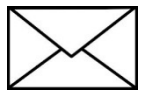
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