

# NeoGate VoIP GSM Gateway Applications and Solutions



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## GSM Trunking

For business making high numbers of calls to mobile networks, NeoGate TG adds GSM trunks for them to transform fixed-to-mobile calls to mobile-to-mobile calls. It could significantly reduce the telecommunication expenses. Meanwhile, NeoGate TG brings valued-added features such as SMS, callback, and call forwarding, etc. As an addition to the enterprise communications system, NeoGate TG brings fast and convenient mobile communications to boost the productivity and reduce the operation cost while preserving the previous investment on SIP Server, IP Phones, etc. The GSM trunking is also a low-cost alternative to landlines in instances where fixed line communication is not available.

### Benefits

- Mobile connectivity

Provide GSM trunking for enterprises, especially practical for areas where cabling is difficult for Internet and PSTN.

- Least cost routing

NeoGate will select the relevant carrier to match the call made to that carrier.

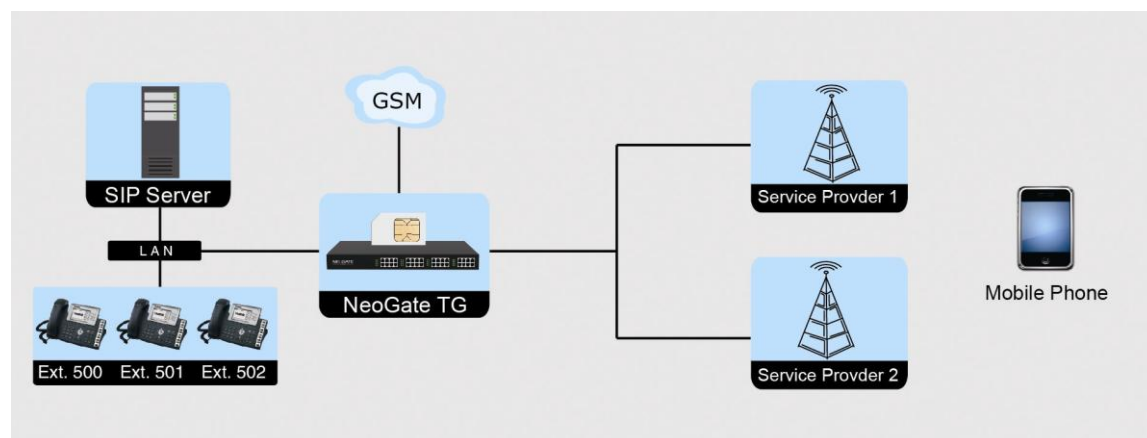
- Advantageous SMS Service

Enterprises will be able to send and receive SMS and send bulk SMS via NeoGate.

- Preserve existing investment

Expand the system capacity while maximizing the return on your current investment.

Figure 1: GSM Trunking



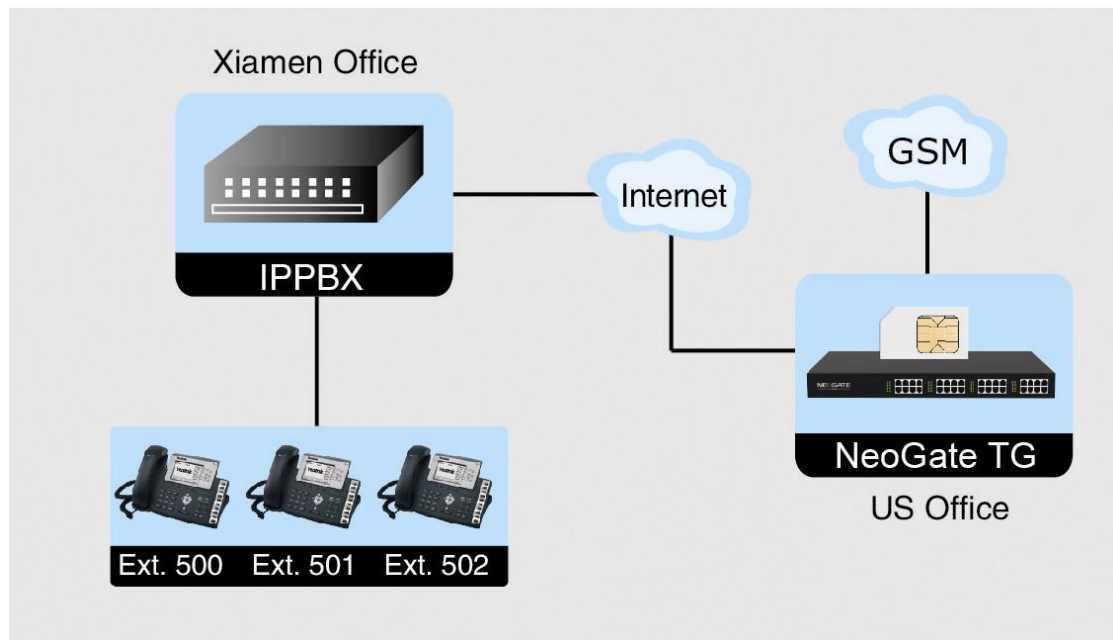
## Branch Offices Solution

A company has made new investments in new offices, which inevitably brings the need of building a new telephone system at the branch office. It could result to costly communications between the main office and branch offices without an efficient solution. One way to overcome this is to deploy a NeoGate TG and IP phones at the branch office, providing free inter-office calls and local trunk connectivity.

### Benefits

- Fully collaborate between offices with free inter-office calls.
- Utilize another locations' trunks to make local calls
- Use corporate trunks for both inbound and outbound trunks, providing the branch office with an appearance of corporate unity.

Figure 2: Branch Office



## NeoGate TG as a SIP Registrar

NeoGate TG can work as SIP registrar for IP phones to register. For small offices with only a handful of people, instead of purchasing IP-PBX, a GSM VoIP gateway and a few IP phones can already fulfill the need to make and receive calls. NeoGate TG provides GSM trunks for outbound and inbound calls and bulk messaging feature to expand business.

### Benefits

- Mobile connectivity

Without the restrictions of physical location, users can dial out with GSM trunks of NeoGate TG and save the cost of PSTN local cabling.

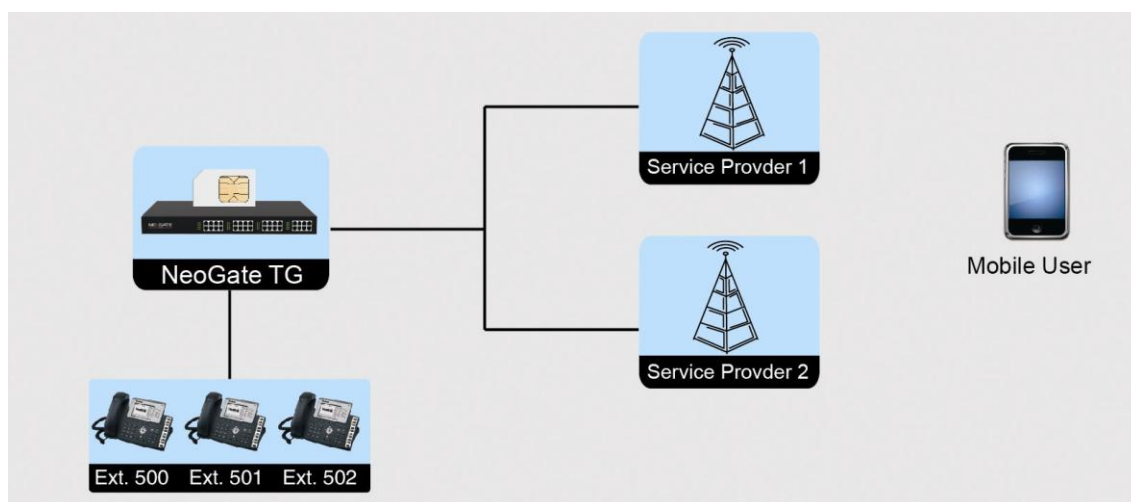
- Advantageous SMS Service

Enterprises will be able to send and receive SMS and send bulk SMS via NeoGate.

- Future-proof solution

NeoGate and IP phones can still be used when the office expands and requires an IP telephone system.

Figure 3: SIP Registrar



## Backup GSM Trunks

For IP-PBX that has limited ability in backup solution, NeoGate TG can be a perfect backup. When the trunks of the IP-PBX go down, the telephone service will not be lost, as NeoGate TG will provide backup GSM trunks for enterprises as a fallback, enabling your workforce to carry on their business.

### Benefits

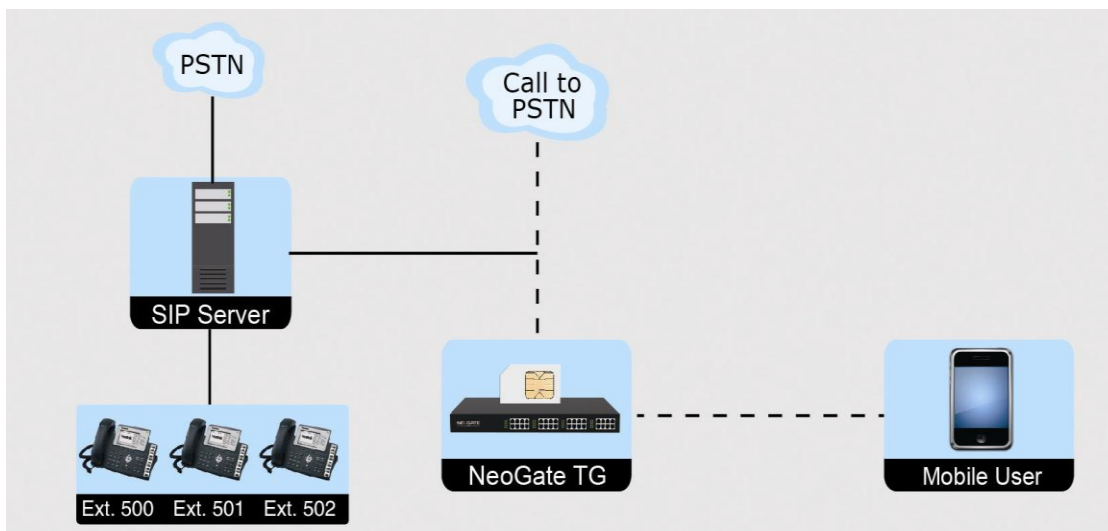
- Cost reduction

As the IP-PBX and NeoGate TG are interconnected, the IP-PBX users can dial mobile phone number with NeoGate to save bills of PSTN-to-mobile calls.

- Business continuity

When trunks of IPPBX go down, the users can still make all types of calls with NeoGate.

Figure 4: Backup GSM Trunks



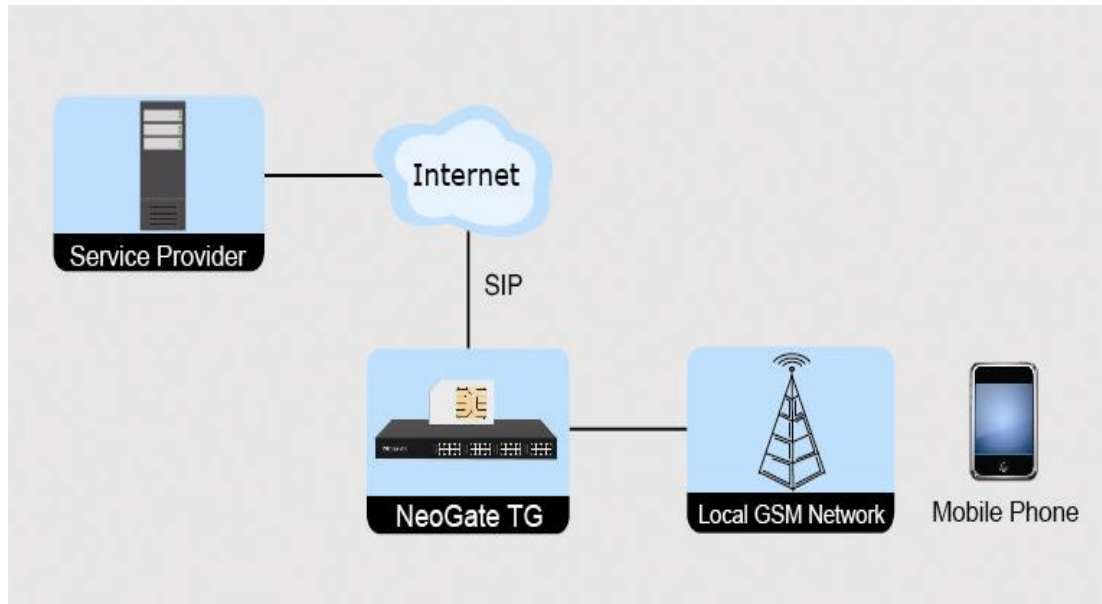
## Call Termination (Service Provider)

For service providers seeking cheaper termination costs with local SIM cards, NeoGate TG allows maximum telecommunication expenses reduction and cost-savings with cheaper call routing alternatives. The use of GSM terminals with VoIP networks permits service providers to bypass the local PSTN in communicating with GSM mobile handsets, avoiding excessive rates charged by telecom carriers.

### Benefits

- Extremely useful for places where phone line access is limited or expensive.
- Send traffic to the most preferable SIM card with least cost routing
- Increase profits for call termination vendors

Figure 5: Call Termination



## Bulk SMS Service

Mobile marketing is effective in promoting business as it reaches your customers directly. One way of conducting mobile marketing is to use Bulk SMS service. When enterprises need to introduce special offers, manage customer relations, send holiday wishes, etc, they can use bulk SMS to achieve all these with a low cost. Bulk SMS service is also used to send alerts and notifications. Business can always find innovative and effective ways to use bulk SMS service. NeoGate TG Bulk SMS feature is a great tool in implementing SMS campaign. With NeoGate TG, sending bulk SMS is only clicks away. Enter the desired phone numbers, the SMS content in the NeoGate Web GUI, there you go! The Bulk SMS feature is easy to use, fast, and reliable. NeoGate TG also provides API to connect an external SMS client.

### Features

- [Send bulk SMS in the Web GUI: easy to create and execute](#)
- [Send bulk SMS for SMS marketing campaign](#)
- [Send bulk SMS for alerts and notifications](#)
- [Open API for SMS and USSD](#)



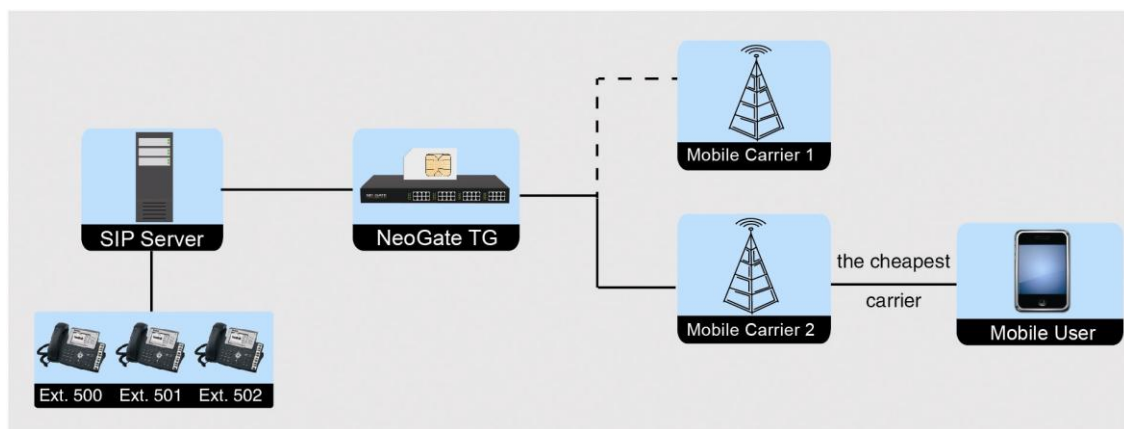
## Cost-savings Solution

NeoGate TG also saves on mobile-to-mobile cost. When SIM card from different carriers are installed, NeoGate TG will dial out through the cheapest route. The solution make use of the fact that mobile-to-mobile is cheaper than fixed-to-mobile. So you can save fixed-mobile costs. It will select the path of outbound communications traffic based on cost.

### Benefits

- Save on Fixed-Mobile call costs
- Reduce national and international GSM call costs
- Least cost routing: NeoGate will select the relevant carrier to match the call made to that carrier.

Figure 6: Cost Savings



## Call Back Solution

When users need to make calls from international or interstate destination back to their home using a GSM mobile phone, Call Back solution is your go-to solution. Call Back service is intended for saving money when calling from abroad. It can call you back and connect your calls immediately after receiving your request. This can be simply done by enabling the feature and calling the number of the SIM card in the GSM gateway.

### Benefits

- Cut international and national GSM roaming charges and reduce company phone costs.
- Avoid GSM roaming charges charged by operators for calls made by visitors outside the network.

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## ABOUT YEASTAR

Yeastar specializes in the developing and manufacturing of IP-PBX, VoIP gateways, and IP video surveillance products and is committed to the distribution of new generation technology products in the field of enterprise communications. In the mean time, Yeastar provides the cost-efficient solutions for ITSP to develop the enterprises ultimate purchase market.

Yeastar designs, deploys and delivers innovative IP solutions to worldwide applications and maintains the long-term stability of products to greatly benefit users. Yeastar is consistently recognized in VoIP industry and IP surveillance industry for the innovative and high-performance professional networking products.

For additional information, please visit [www.yeastar.com](http://www.yeastar.com) or contact [sales@yeastar.com](mailto:sales@yeastar.com).