



U-BROWSER



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# Modern USSD market: Clues to USSD development in the next decade and impact on the telecom cloud and smartphones

by Opencode Systems, the creator of the original USSD Center

## Modern USSD changing the telecom cloud to a services cloud

Over the last 10 years the USSD services market has been transformed from a niche that catered mostly to the needs of prepaid services into a mainstream service adopted by the mobile mass market, operators and service providers. Modern interactive and real-time USSD services, together with excellent compatibility with all mobile terminals (from the oldest handsets to the newest smartphones) have all played a role in enabling this transformation.

But the biggest contributor to progress has been new USSD network equipment, called USSD Center (USSDC), which is totally open and able to integrate instantly with any telecommunication and information system and Internet.

Today USSD Centers offer revolutionary network service creation and power-fully engineered application servers and gateways, making new services available to millions of users in a few hours or days where before long months and years were needed for adoption. This ease of design and implementation has stimulated new application ideas and driven creativity back to operators and services providers.

Today the pace for introducing killer USSD network services is faster and faster. These include operators' commercialization of 4 and 5-digit USSD short codes and their operation by third parties (such as service providers, banks and enterprises), Roaming USSD Portals, Pre-call and Post-call USSD Flashes, USSD Sponsoring, USSD Campaigning and Voting, USSD Call-Filtering and Presence, Location based USSD Services, USSD Gaming and Betting, User Managed USSD Applications and Content, a few to name popular new USSD services. All of these USSD services are chargeable on-the-fly, subscription-

based, commissioned or billed as designed by the operator.

From the core network to Internet, modern USSD services reach is large and rapidly transforming the telecom cloud into a services cloud.

The transformation from the telecom cloud to services cloud is clearly valued by users. Modern USSD services operators see their stature quickly changing from mobile line providers to innovation super-market with always available new and fresh network services and applications.

## Standardization of new USSD Client for smartphones

USSD applications have been longtime of interest for different industries. End-to-end encryption of USSD communications for example, continues to be a fascinating topic for financial as well as other institutions and enterprises.

Today the device landscape is also rapidly changing, and although smartphone competition looks quite open and the longevity of different players is unpredictable, smartphones are the way of the future.

With rich media user interfaces, smartphones bring new layers of ergonomic complexity when it comes to user experience of USSD mobile services.

The goals are two-fold: addressing the growing USSD market for new services and features, and ensuring the user-friendliness of USSD experience on smartphones and other mobile devices.

All mobile devices, from the simplest handset to the most sophisticated smartphone, provide the same standardized USSD Client capabilities from end of 90-s GSM specifications. In a decade of growing popularity, the fast-evolving USSD ecosystem has shown a multitude of new USSD Client requirements.

At Opencode Systems we have worked several years on the new USSD Client lead by our global USSD Center footprint and experience. Today new generation stand alone USSD Client is available offering smartphones new USSD ergonomics and features. This new USSD Client, called U-Browser, is a network agnostic, on-device smart USSD browser that brings with it new USSD user experience and features such as USSD session encryption, USSD ringing control, automatic USSD navigation, rich USSD display, USSD session history, and many others.

The largest handset manufacturers have shown interest in U-Browser and while USSD Client standardization is progressing, mobile operators demonstrate strong demand for deploying mass and vertical U-Browser assisted USSD services.

Given the growing interest for the new USSD client, Opencode Systems is actively working on U-Browser improvements and commercial deployments.

The new USSD Client is available via [www.u-browser.com](http://www.u-browser.com) and [www.ussdclient.com](http://www.ussdclient.com).

## About Opencode Systems

Opencode Systems (www.opencode.com) is a telecommunications solution provider, dedicated to open systems for the mobile network. Opencode makes network technology that is invisible to consumers but underlies many of the mobile services they use. Opencode core network centered solutions are deployed by major operators worldwide. Opencode USSD Center and Multi-Services Open SCP are the world's #1 selling open mobile network platforms.