



# Extended Phone Book

## **Short description**

Extended Phone Book is a customer-specific, user-friendly SIM Toolkit application (SAT) allowing more than 254 phonebook entries, independent of the graphical user interface of the handset. In combination with a backend system, the application provides additional information such as address, e-mail or profile of users via SMS. In addition, phonebook entries can be synchronised with the backend database.

## **Operator benefits**

- Easy to use for subscribers
- Low investment required
- Increased customer loyalty
- Additional service differentiation from the competition
- More revenue through increased SMS traffic

## **G&D's scope of products**

- Extended Phone Book application as SIM Toolkit (SAT) application

## Detailed description

The Extended Phone Book application enhances the functionality of the phone book on the SIM. It increases the volume of possible entries and allows you to store additional, customisable information.

Operators can define different phone books on the SIM and the maximum memory capacity of each of them. Dependent on the available memory of the SIM, more than 254 entries can be stored on the card.

Compared to the GSM 11.11 specifications, the Extended Phone Book allows you to store multiple numbers and other information in a single phone book entry. In conjunction with a backend system, additional information such as address, e-mail and profile of users can be sent to users on request via SMS. Via the backend server, a user can synchronise his phone book entries easily over the air. Due to the backup, a user can also restore his phone book in case of loss or replacement of his SIM.

The retrieval of phone book entries is easy with the enhanced name search function which displays the ADN entries in alphabetical order by first letter. Once the entry is found, a voice call or an SMS can be triggered directly from the application without the user exiting the session. Even the ability to send the same SMS to multiple recipients in a group or across groups is given.

The download or update of the extended phone book entries in the backend can be done either by means of a POS tool with a backend connection, a link to a corporate phone database or the mobile phone via an SMS gateway.

## Extended Phone Book process

