



Cellact Leverages Integrated Solution from GENBAND and NetNumber to Evolve Towards Next-Generation Infrastructure

Plano, TX, February 18, 2016 – [GENBAND™](#), a leading provider of real-time communications solutions today announced it is providing Cellact Communication, a virtual cellular operator (MVNO), which specializes in communications solutions for businesses, an HLR/AuC-enabled platform in partnership with NetNumber. The next-generation platform, already deployed, will support Cellact's transition to a software-based, virtualized infrastructure.

"Today's communications landscape and our growing customer base and services forces us to manage an increased signaling load while upgrading our architecture to an all-IP, feature-rich platform," said Eran Shalev, Cellact Communication CEO. "Our previous relationship with GENBAND, and their comprehensive solution with NetNumber, made this a simple choice."

GENBAND's partnership with NetNumber integrates the TITAN centralized signaling and routing control (CSRC) platform into GENBAND's industry-leading portfolio to offer market-leading [interconnect](#) and [IMS](#) solutions. The joint solution enables Communications Service Providers to achieve unprecedented levels of scalability, efficiency and profitability in both IMS and non-IMS networks, enabling optimal route decisions and route quality and profitability.

"Communications Service Providers are managing competing imperatives today, while needing to boost their efficiency, enrich their product offering and gain more functionality within their network," said David Hiscock, GENBAND's Senior Vice President for EMEA Sales. "Cellact is a fantastic example of how our partnership with NetNumber delivers on these fronts and enables MVNOs to reap the benefits of an enhanced infrastructure."

Having previously deployed GENBAND's [Q10 SBC](#), [C3 Call Session Controller](#) and [G9 IP Gateway](#), Cellact selected the combined GENBAND/ NetNumber solution to enjoy both a superior level of customer care and the ability to future-proof its network with advanced services and technology.

The NetNumber HLR/AuC application is one of the latest to be delivered on the TITAN platform. It provides security (authentication) services, location management, delivery of subscriber profiles and call handling data. The NetNumber HLR/AuC application is designed for operational efficiency, high performance, and scalability. The NetNumber implementation of the HLR applications includes an integrated software authentication center (AuC) supporting cryptographic algorithms for security. The built-in TITAN database supports virtually unlimited subscriber, service provider, and network-specific routing flexibility.

“NetNumber has been integrating the TITAN platform with GENBAND solutions for several years in order to bring new or expanded capabilities to market,” said Matt Rosenberg, NetNumber’s vice president of Global Sales, Solution Design and Product Management. “We are pleased Cellact has adopted our HLR/AuC-enabled solution as an integral function in their core network. With a CSRC platform, MVNOs such as Cellact, are well positioned to migrate to next-generation signaling networks as their service offerings evolve.”

About Cellact Communication

Cellact Communication is an Israeli virtual cellular operator (Full MVNO), which specializes in telecommunications solutions for the business sector. The company provides communications packages for employees, advanced bulk messaging solutions, stellar numbers, virtual numbers, and other business oriented services. The company’s infrastructure supports 3G technology and meets the strict quality standards of the Israeli Ministry of Communications, and those of the demanding Israeli market. Visit cellact.co.il for more information.

About NetNumber

NetNumber, Inc. brings 15 years of experience delivering innovative signaling control solutions that enable carriers to accelerate implementation of new services across multiple generations of networks, while dramatically simplifying the core network and reducing operating costs. Today, we are the leading provider of Centralized Signaling and Routing Control (CSRC) solutions to the global communications industry. Visit netnumber.com for more information.

About GENBAND

GENBAND, a **2015 CNBC Disruptor 50**, is a global leader in real-time communications software solutions for service providers, enterprises, independent software vendors, systems integrators and developers in over 80 countries. Kandy, its award-winning, disruptive real-time communications software development platform, is built from the company’s global telecommunications network and security technologies. The platform enables these companies to easily embed a full suite of voice, video, chat, screen-sharing and collaboration capabilities into their existing business, web and mobile applications. The company’s **Network Modernization, Unified Communications, Mobility and Embedded Communications** solutions enable its customers to quickly capitalize on growing market segments and introduce differentiating products, applications and services. GENBAND’s market-leading solutions, which are deployable in the network, on premise or through the cloud, help its customers connect people to each other and address the growing demands of today’s consumers and businesses for real-time communications wherever they happen to be. To learn more visit genband.com.

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