

SIMARTIS TELECOM

SOLUTIONS & SERVICES



AFRICA

com

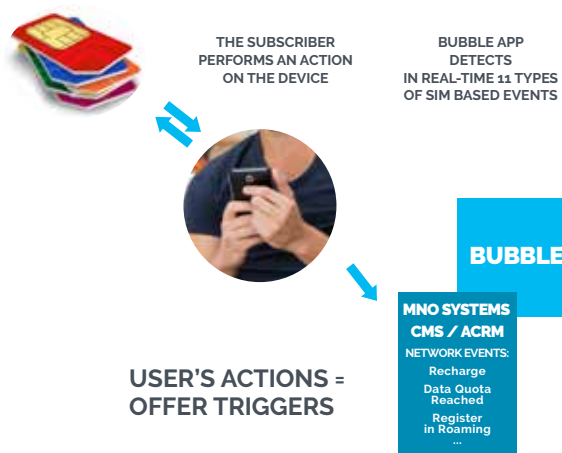
18TH ANNUAL

LET'S MEET AT AFRICA COM 2015!
MEETING ROOM NO 30
PHONE NO: +40 743 115 511
sales@simartis.com

17-19 NOVEMBER 2015
CAPE TOWN - SOUTH AFRICA

SOLUTIONS

BUBBLE / X-MENU / DMS / SIM BACK-UP / OTA / MULTI IMSI / RENUMBERING



DOUBLE THE ACCEPTANCE RATE OF YOUR CAMPAIGNS

Sell your products and services through Bubble to boost revenues and reduce churn

Use **Bubble SIM Tool Kit** and/or **SmartphoneApp** for iOS and Android for **one-click activation** of the offer to improve customer experience and increase revenues

KEY FEATURES:

- Address existing customers** over the air (OTA) to immediately start the service
- 100% contextual relevance** as the offers are delivered on the mobile screen triggered by customer's actions – Bubble App **detects in real time 11 types of SIM based events** and can accommodate any network event
- Offer reminder** to boost the adoption rate with 10-15%
- Balance automatic check-up and recharge option** to secure the activation of the accepted offer
- Post response action** to automatically direct the user to Customer Service, IVR, website, smartphone apps center or to open an USSD session
- Post offer SMS-coupons** to sell phone accessories, devices, mobile tickets or to deliver promotional coupons
- Opt-in and opt-out options** to give the user the chance to accept or unsubscribe from receiving further offers of this type
- The **multi-language** option allows the campaign to be personalized based on the user's preferred language
- Bubble complements your existing CMS/ ACRM** with which it can be easily integrated
- Time to market of 3 months** for the full solution implementation



HIGH CONVERSION RATE:
 Up to **10 times** versus the SMS channel

EXCELLENT CUSTOMER EXPERIENCE
 Simple, clear and relevant
 Easy to respond
 No spam connotation
 Offer driven by phone usage context

FAST & COST EFFECTIVE
 Generates revenue since day one
 Real-time statistics with up to 100% response from your customers



SINGLE POINT OF ACCESS FOR CUSTOMERS TO ALL CONTENT AND SERVICES

Dynamic STK solution to increase the revenue by boosting SIM portal usage and service adoption with rich and optimized VAS content to mobile users.

REVENUE

- Maximize revenues and service adoption rates by boosting the traffic on the SIM portal and VAS services

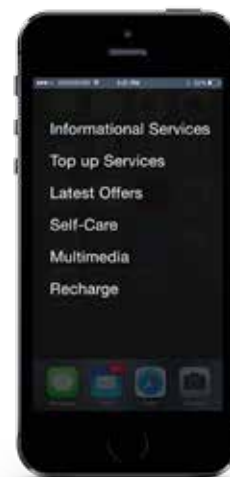
EXPERIENCE

- Menu (click) based experience for all services no matter the bearer (SMS, USSD, IVR)
- Single point of access for services -> **convergent user experience**

PROMOTION

- Direct marketing channel, allows MNO's to promote services & promotions right on the screen of the handset -> **high reachability**
- Create service awareness for user from day one

CUSTOMER EXPERIENCE



OPERATOR CONTENT & SERVICES



SMS
USSD
IVR
WEB

KEY FEATURES:

Favorites: Shortcuts for the most used menu items are created based on customer usage

New Services: The latest mobile operator's services at one click away. Services links loaded on SIM cards.

Latest service: Subscribers are notified every time new services are available

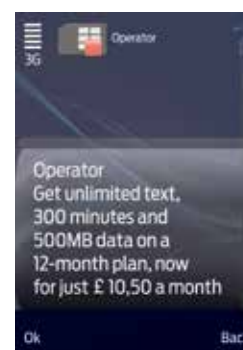
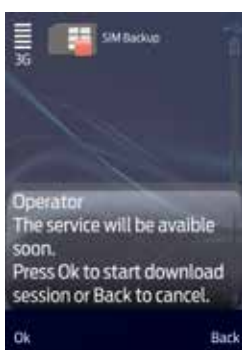
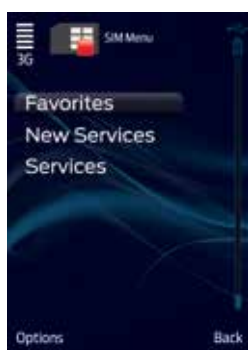
Pop-up ads: Text or menus are displayed directly on the screen of the mobile in contextual manner

Dynamically manage content & services on user's SIM cards

Target segmented subscribers and offer personalized content & services based on preferences and usage

Push and promote services right under customer's eyes

Time to market of 2.5 months for the full solution implementation



AUTOMATIC DEVICE DETECTION AND CONFIGURATION

Device Management System is the end-to-end automatic device detection and over-the-air configuration solution that enables the subscribers to automatically receive the necessary connectivity settings when needed, and become data services consumers. **The DMS platform** is built as a fully managed service, all the activities related to devices and settings database provisioning being performed by the Simartis team.

KEY FEATURES:

Support for various triggering interfaces: SIM-based automatic detection, Wrong APN usage detection, STK Menu trigger, User self-care interface, Customer Care interface, Http Web service API, CDR files processing

Automatic real-time device detection and identification based on a lightweight JavaCard applet which be easily deployed on the Operator SIM cards using the Simartis OTA platform.

Advanced settings support for various settings like: Internet, MMS, WAP Proxy, Preferred APN, Vid-eo Streaming, E-mail, Browser Bookmarks, SyncML, Cell Broadcast and Device Management

Wrong APN usage detection to automatically detect incorrect GPRS access events related to incorrect APN settings usage on the device, by processing the SGSN APN error logs.

Activate the correct settings directly from the SIM menu at any time, without the need to know the device brand and model.

"All in one" settings delivery to optimize resources by packing together several settings types into one single configuration message. **Reduces 20% of the SMS traffic** and offers a superior user experience with only one action required from the subscriber.

PIN free settings authentication to enhance the user experience by removing the need to enter a confirmation PIN when activating the settings.

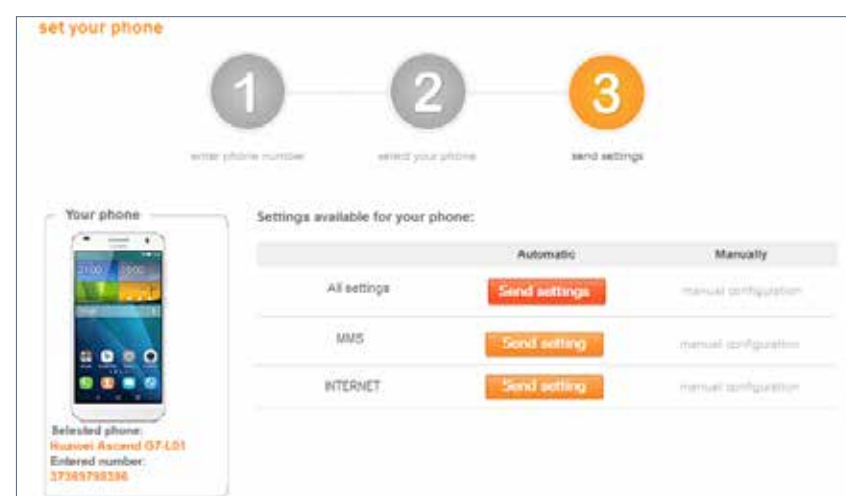
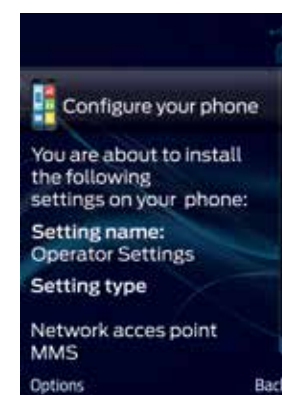
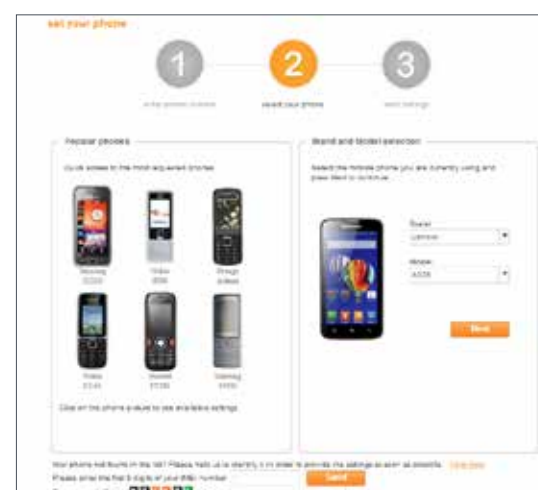
HTTP Web Service API offers flexibility for the solution implementation, enabling Operator specific integrations through an extensive suite of commands for the IMEI Catcher applet management and the OTA settings provisioning.

Decrease the Customer Service volume up to 30%-40%

Support for non-OTAP compatible devices through detailed step-by-step configuration instructions

Comprehensive History and Statistics module for the device detection and settings sending events.

Time to market of 1.5 months for the complete solution implementation



DO YOU WANT
TO TAKE PART IN A
CUSTOMIZED DEMO?



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CALL HERE
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AND SET UP A
MEETING WITH
OUR EXPERTS.



LOYALTY AND REVENUE GENERATING SOLUTION

Could act as a social network environment based in user's SIM Phonebook

It acts as an insurance service for the user's SIM Phonebook

Self-promoting feature through the activation sensor

Fully automated for keeping the user's SIM Phonebook up to date

KEY FEATURES:

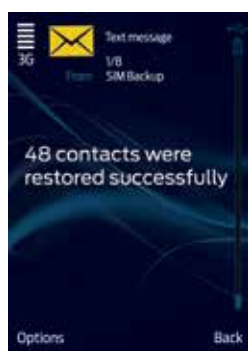
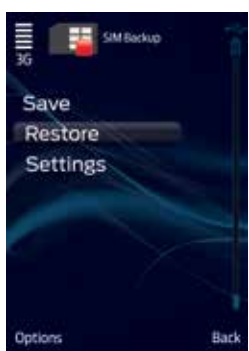
Self-promotion – a "sensor" detects whenever the user creates/updates a contact in the SIM Phonebook and displays an invitation to subscribe to SIM Backup. If the service is already activate, the service will propose subscribers to start a Backup process.

One-click backups – on every SIM Phonebook update, the SIM Backup service notifies the subscriber to save the latest changes

Zero-click back-ups – users have the option to set automatic back-up session at a predefined time interval – daily, weekly, monthly

Manual save and restore contacts – users have the option to manually initiate backup/restore session by accessing the SIM Backup application menu

HIGH ADOPTION RATE	Up to 10% only through the Activation Sensor
	Up to 20% with the Operator's additional promotional effort
FLEXIBLE BUSINESS MODEL	Revenue Share business model
	Monthly Subscription or Pay per Action Fee charging models
SHORT TTM	Average time to market – 8 weeks
	Hosted or In-house deployment
INCREASE CUSTOMER SATISFACTION	Automatic Backup - Periodical or SIM Phonebook update
	Backup Reminder - on SIM Phonebook update

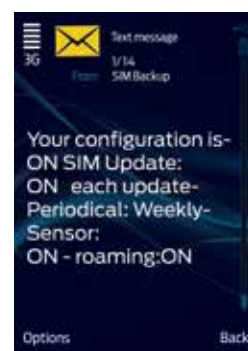
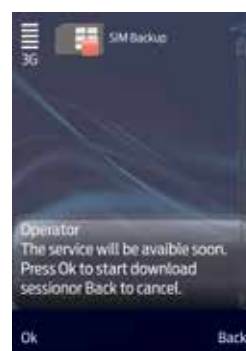


New Line of Business – SIM Backup insurance service offered by the operator to the subscribers, generating an average service revenue per user of \$ 2.5

Cost Transparency – no hidden costs, user are always informed and in control of the service costs

Roaming usage protection – while the subscriber is in roaming the back-up functionality is automatically disabled until the user's decides to activate it manually from the application menu

Time to market of 1.5 months for the full solution implementation



REACH YOUR CUSTOMERS' SIM CARDS REMOTELY WHENEVER UPDATES ARE REQUIRED TO THEIR STK APPLETS AND SERVICE

Remote File Management

Using the OTA platform, the Operator or Service Provider (externalization) can administrate and maintain the (U) SIM content as needed. OTA platform is able to modify all GSM files stored in the SIM card by a secure download using GSM 23.048 standard. Examples: PLMN and FPLMN, SPN, SMSP, SST, AND, FDN, SDN, Etc

Remote Applet Management

The OTA platform enables operators to download the applications into the SIM cards.

The Applet download can be handled by the user, operator or service provider through a web interface.

The applications will be downloaded to the SIM over the air using the SMS channel.

SIM Activation / Deactivation

In case the operators are offering the possibility for their customers to activate the SIM card later, the OTA platform can perform this operation in the most cost efficient way. After the operator authenticates the subscriber, the OTA platform activates customer's SIM by assigning the phone number and updates the needed GSM files.

Communication with other applets

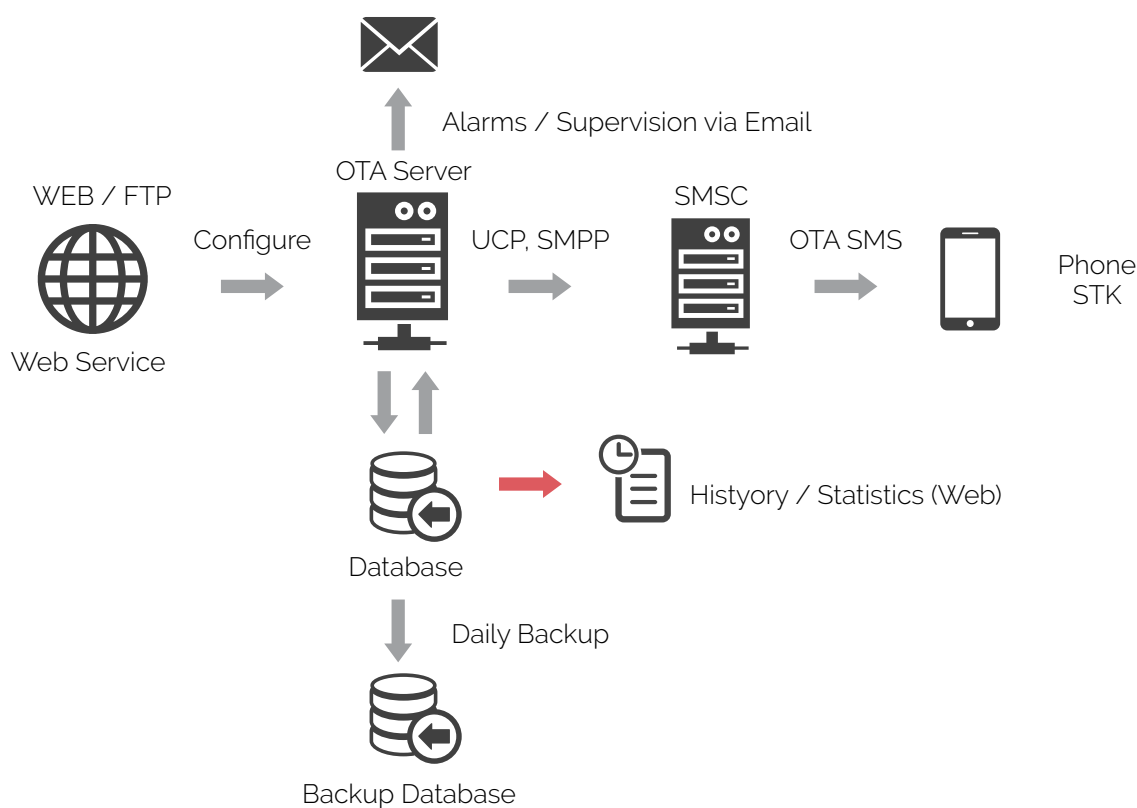
The OTA platform can also interact, besides the RFM and RAM applets, with any other applet (X-Menu engine for example), sending updates and configurations as needed, based on a TAR nd specific security settings

Configuration

For any needed update, be it RFM, RAM or any other update,

a campaign has to be defined for the application.

The campaigns can be manually launched or programmed.



Logging

All operations done and their respective statuses, along with any other information are logged by the application in text log files as well as in the database.

Supervision

The supervision module of the application sends so alarms via email or SNMP when something goes wrong in the application (the connection with the SMSC is broken, there's something wrong with the database, etc.)

Web Interface - History and Statistics

Time to market of 0.5 months for the full solution implementation



This solution addresses the mobile network operators that use alternate roaming and interconnection communication options offered by other mobile operators or roaming hub providers.

Via the Multi IMSI solution, the customer will have one unique SIM card while using various IMSI numbers that are allocated by the operators when the customer is in roaming. The allocated IMSIs are updated over-the-air, making the process transparent for customers.

An alternate model of the Multi IMSI solution is the Dual IMSI option. This is when one single SIM card holds two IMSI numbers that can be used by the customer for two different purposes: business/private; prepaid/postpaid; in network/outside the network; national/international, etc. Main benefits:

- The customer uses one single SIM card while the IMSIs are changing according to the purpose
- The application can be simply activated through a simple Dynamic STK menu
- The IMSI numbers can be allocated over-the-air
- The solution allows the operators to take advantage of the alternate communication channels, reducing the interconnection and roaming costs

Time to market of 0.5 months for the full solution implementation



RENUMBERING

This is a solution that allows the operator and the customer to have the phone numbers automatically updated with the country index for when the user will be in roaming. The application recognizes the national numbering form for mobile devices numbers and saves them in the full format.

When restoring the Phonebook, the customer will receive the entries renumbered.

Time to market of 0.5 months for the full solution implementation.

SERVICES

OTA SERVICES
DEVICES TESTING
HOSTING

RESEARCH AND
DEVELOPMENT
TESTING AND
DEPLOYMENT

IMPLEMENTATION
AND ROLL-OUT
TECHNICAL SUPPORT
AND MAINTENANCE

BUSINESS
CONSULTANCY
TECHNOLOGY
CONSULTANCY

OUR CLIENTS SPEAK ABOUT US



NZINGA AGOSTINHO,
Planning and Design Service
Manager,
Unitel Angola

We express our satisfaction and convey our highest recommendation for the software and services provided by Simartis to support Unitel in launching a complete and functional Dynamic STK and mobile marketing platform. The system was installed according to the marketing and technical requirements; quality and performance level of Unitel Angola and is currently managing over 6.6 million subscribers, running over the air campaigns with a reachability rate above 65%. Additionally, the level of service received from Simartis was above expectations from a typical software vendor. The X-Menu Dynamic STK and Mobile Marketing platform is a highly quality product that delivers excellent value for money at competitive price.



JULIEN DUCARROZ,
CCO, *Orange Romania*

We were looking for an innovative new sales channel with increased relevance for our clients as an alternative to SMS. Bubble enabled us to deliver an improved customer experience, despite the variety of mobile phones. We were able to deliver relevant and timely offers, synchronizing the offer to the specific customer actions. All-in-all, this service is a big advance in mobile marketing. It has enabled us to increase the positive response rate by a factor of 2-10 times, and generate higher revenues from this new sales channel.



EGEMEN KURDOLU,
IT Group Director, *Avea Turkey*

Avea is very active with advertising and promotional campaigns for our subscribers. We were searching to deploy easy and innovative solutions to increase our subscribers' response rate. With Bubble we are gaining more control over the context of our customers to be able to display relevant promotional offers for a variety of our products. According to our first commercial deployments with push campaigns, we have obtained a 10% success rate via Bubble versus 5% via traditional SMS campaigns.



LORENC LLUKMANI,
Products & Services Manager -
Marketing Division,
Plus Communications Albania

Plus Communications is successfully using Simartis' Dynamic SIM Toolkit and Mobile Marketing Platform. The solution was commercially launched at the beginning of 2010 and was installed according to the technical, marketing, quality and performance requirements of Plus Communication, providing during the commercial use an average reachability rate above 75% for the over-the-air mobile menu management campaigns performed by Plus.



OLGA PAVLIC,
Strategic Adjacencies and
Customer Channels Director,
Moldcell, part of the Telia Sonera Group

Bubble enables Moldcell to increase the efficiency of its outbound up-sell, cross-sell and loyalty campaigns via the Bubble real-time, event-based interactive messaging platform. With more than 100% improvement in response rates compared to traditional channels. Moldcell aims to position Bubble also over the current third party SMS communications and advertorials to improve responsiveness and equally enhance the trust of its customers with this advertising tool.

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