

Introducing a service delivery platform
to accelerate the creation of innovative
SMS services for revenue growth

Advanced Services

Product Introduction



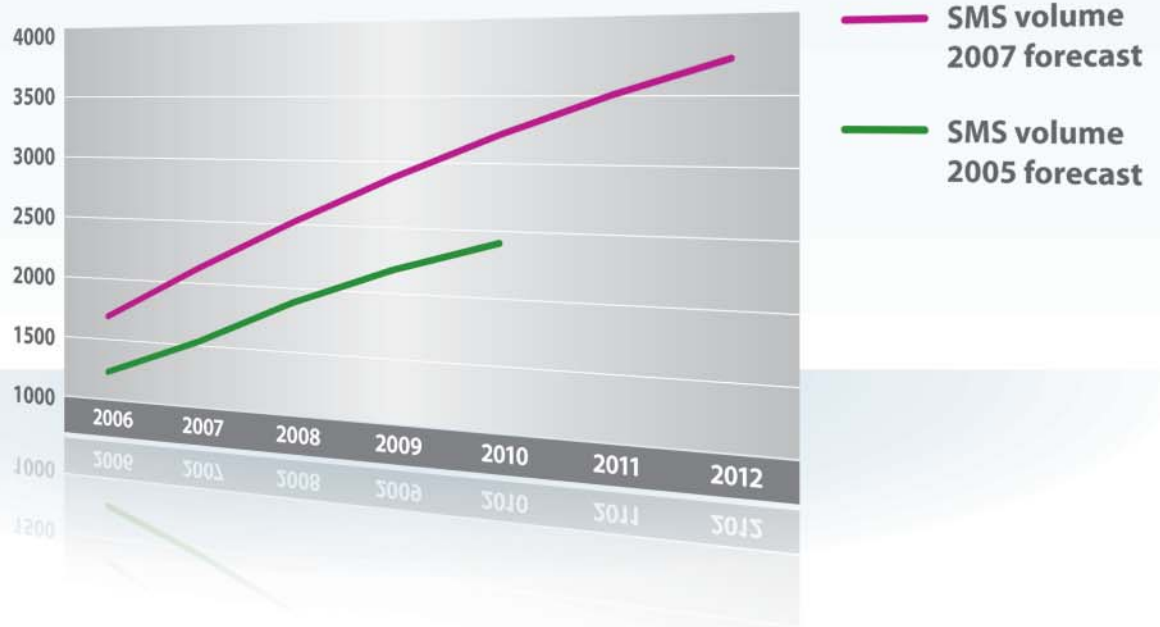
Grow faster in your market

SMS powers growth and profit

Probably just like you, many other mobile service providers around the globe have been delighted and yet often surprised by the continued growth in SMS based revenues. In many cases the SMS traffic forms the largest single element of data revenues and has an important overall contribution to net profits. The obvious question on many peoples mind is "how do we maintain revenue growth?"

Less, really is more

In many ways, the success of SMS confounds the expectations and traditional views of value-based services, SMS is an incredibly simple message service and one can be forgiven for thinking its value is low. As analysts and operators paid little attention to SMS in the early days despite its rapid growth, a downturn in volume and revenue was often predicted for the following year. This oversight has now been corrected. The sheer simplicity, and ubiquity on handsets, is perhaps the greatest strength of the SMS service and defines its true value – communication for all, at all times on all devices.



The underlying value of SMS messages is embedded in their one-bite at a time format and the ability of any participants in the SMS exchange to interleave their communication with other activities, making their own choices about urgency, attention-sharing and the means of response. SMS forms the perfect alternative to the all-absorbing nature of one-to-one voice calls during those many parts of the day when time is precious. The true commercial value is therefore driven by this simplicity which creates the day-to-day flexibility and utility. A few well chosen characters in a message of well under a kilobyte can outstrip the value of the megabits of network capacity required to carry a few minutes of a voice call.

Less truly is more

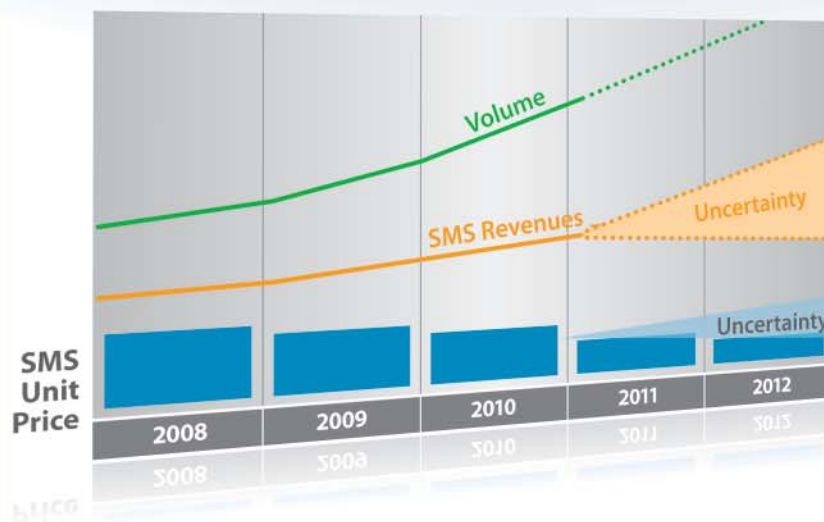
Searching out the untapped potential of SMS within new services

If we understand this “less is more” principle that underlies the success of SMS then we have a means to locate new, innovative and compelling services. No longer should we agonise over our fears that extreme volumes of global SMS traffic commoditise and even cut future revenues as competition bites hard. Portio Research in their 2007 industry report tells us that global SMS volumes in 2007 were 2.1 trillion and projected to be 3.2 trillion by 2010. That continued growth hints at great opportunity, yet they also predict that the five year volume growth is 300% while the revenue growth is 200%.

We can seek out new revenue and growth by turning SMS strengths to our advantage. We can design and build new services that make the most of the subscribers’ demands for both short and immediate interactions with friends and colleagues and also for small pieces of essential information. Their needs are defined by urgent and simple methods to get organised and control their day-to-day communication and information requirements, for which they will pay a premium.

The faster we can work together to deliver these new services the better able you are to out pace your competitors, to hold the subscribers loyalty and maintain your data business’s net profitability.

The answers therefore lie in finding means to innovate rapidly, grow new and interesting SMS services and find areas of untapped value to maintain your pricing power. All of this applies, while recognising the need to fit within a large existing network and yet reduce the levels of effort and time traditionally associated with building new SMS services.

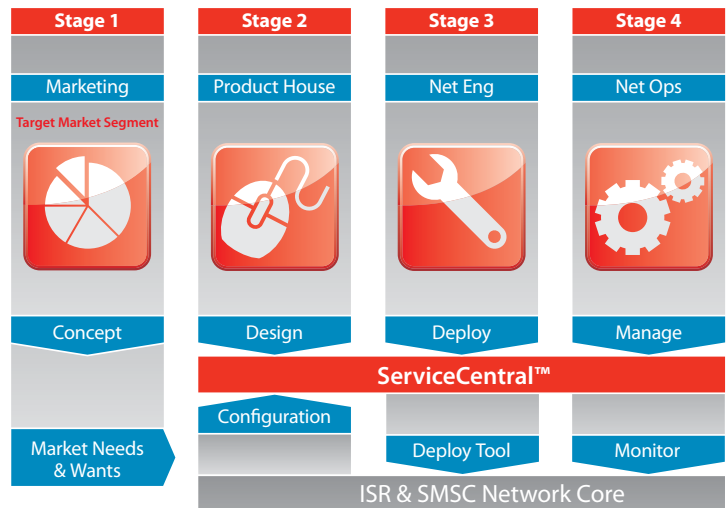


Integrated Process & Platform

To ensure you get the most from the FrontRunner service creation programme the Service Central delivery platform is aligned with the main steps. From concept through to in-service operation we seek to give you maximum control and visibility.

A solution is in reach

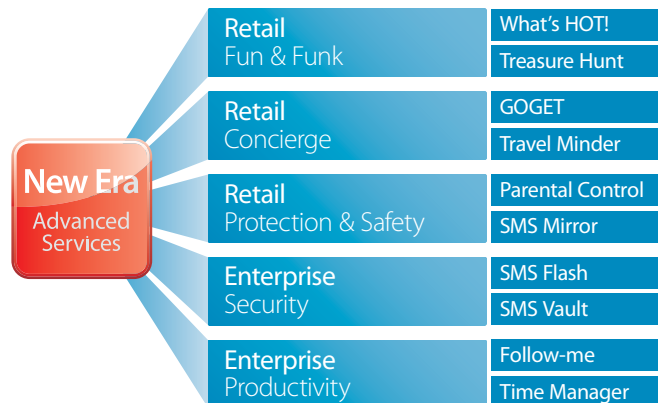
Traditionally, rolling out new SMS derived services has been slow, challenging and created perceived risk to the network. For Tier-1 mobile operators with existing SMSC infrastructures we can provide an overlay platform where our SMS routers inter-work with the SMSC, capturing only messages relevant to the new services under trial.



Another perceived risk with live service trials is the potential for users outside the selected group to perhaps test the service for themselves or even find holes in the service that have not yet been addressed. We tackle this problem by allowing for SMS Closed User Groups, whereby only subscribed with numbers within permitted ranges can participate in the trial. Thereby delivering a realistic operating environment to truly understand the service experience without risking the mass market too early. Yet when the service is ready a simple update moves it from trial to mass market live.

A Portfolio of Advanced Services

We provide a rich library of services and service components. We show you how basic SMS control functions can be wrapped-up and configured to meet a range of different, but related needs for subscribers in market segments or niches in both retail and enterprise environments. Some examples are shown below, with indications of the typical market segments customers tell us they are seeking innovative new propositions.



Join our **FrontRunner™** programme and feel the speed...

Start your race to the front, talk with us about the innovations and markets we can build together

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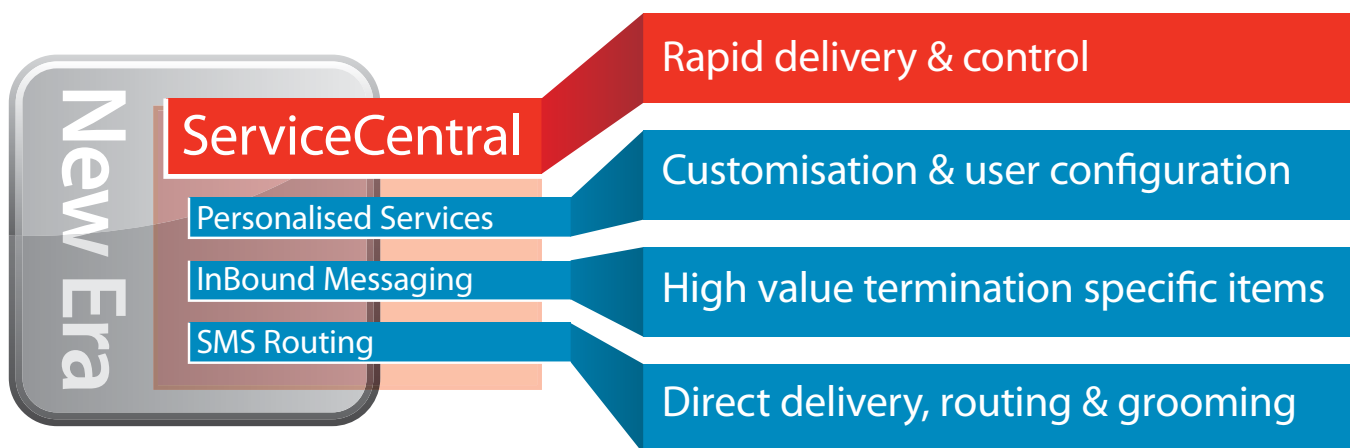
Telsis introduces the new wave of revenues derived from the basic SMS infrastructure. As with all technologies, new products form new functions which in turn come from new capabilities. So the challenge for any innovating technology supplier like us is to understand the needs of the market and to hold a vision of how new capabilities can be developed to allow the next generation of products.



An evolution for new revenue and growth

Telsis created the **New Era** architecture as a means to define the basis for the next generation of innovative and valuable SMS services. New services that will give subscribers access to faster, simpler and convenient means of handling the communications needs they already have and providing compelling new information, entertainment and productivity services for the future.

New Era is a reference model for the creation and management of these valuable new SMS services. It defines the four essential network capabilities required to capture the market opportunity for innovation with the next generation of SMS derived services. It encompasses the new breed of management and control functions to significantly slash the time to deliver new services and collapses down, from months to days, the traditional time and effort required to move from concept to deployment.



ServiceCentral™

Our environment for service design, delivery and operation forms the topmost layer of the **New Era** platform and acts as the central Service Delivery Platform.

From here we provide live controls over service design, service trials and the transition to mass market rollout. We offer the unique ability to edit and update service design scripts and to smoothly manage their trial for selected user groups or mass deployment. In fact, one of the greatest barriers we remove, to service experimentation and innovation, is the difficulty in creating realistic live service trials.

Personalised Service Layer

In delivering rich services to users it is essential to allow them to overlay their specific customisations and even daily requirements as necessary.

Within the network service control layer it is therefore important to have a personalisation model to allow in-service adjustments by the user to tailor the way the service operates to their needs. This service personalisation may be managed by a range of options available to the operator when designing the service. They can include direct SMS controls from the subscriber to the network, online web-pages linked to the service control or even from integration to external systems. It is this external integration that offers most flexibility for enterprise service product lines.

Inbound messaging layer:

This is where we create services based on the delivery of SMS. To add service richness to a delivered SMS, you need each message to your subscribers to traverse your property, something that has not been possible with the traditional SMSC infrastructure.

We add this function to create huge potential for inbound SMS services such as programmable-diversion, SMS copy, SMS audit-trails and a range of SMS to email or web functions.

SMS Routing

SMS Direct Delivery allows people to communicate with each other, almost instantly, avoiding the traditional delays in message receipt found when a “store then forward” technology like SMSC is deployed. Direct Delivery means that typically 90% of SMS are delivered first-time avoiding expensive, inefficient SMSC solutions completely.

Advanced SMS Load Sharing is a great first step towards the next generation SMS infrastructure. A central decision-making process works in real-time with the network to optimally route every message, routing around failures and ensuring that the existing network investment is used as efficiently as possible.

SMS Home Routing is a routing enhancement, invented by Telsis, which enables a network to add value to every SMS. With SMS Home Routing, it is possible to improve service quality and offer value added services for all users, quickly and easily.

The FrontRunner™ Programme

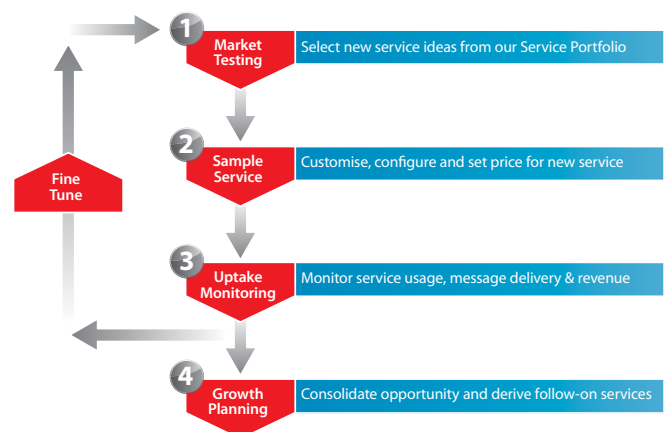
A new benchmark in the Concept-to-Revenue Cycle

Our aim is to help you become a front runner in your market. To accelerate and simplify the process of creating new services, finding new market segments and developing growth in volume and revenue.

A technology solution by itself will not bring direct advantages to a service provider, the challenge is to work with each part of your organisation involved in the new product introduction (NPI) process; marketing, product-houses, network engineering and network operations. The secret of success is to manage the needs of each group and help them work as a single team to deliver new services rapidly and on-time. With the flexibility to grow the successful ones and continuously improve the weaker ones or simply close them and move on to the next innovation.

Our response to this challenge is the FrontRunner Programme, a repeatable process where we work with your organisation from concept, through design, delivery and in service management in a continuous arc.

From our pre-packaged service library we can help you identify the market needs and new opportunities, develop service concepts and rapidly move them to trial before allowing mass-market rollout across the network.



From concept to revenue within days not months.

With our ability to combine standardised service components and direct billing CDR generation we can take you from service concept to network delivery with in-service revenue collection within a matter of days not months. Our default project timeline is 21 days and trials can be considerably shorter from concept to live service.