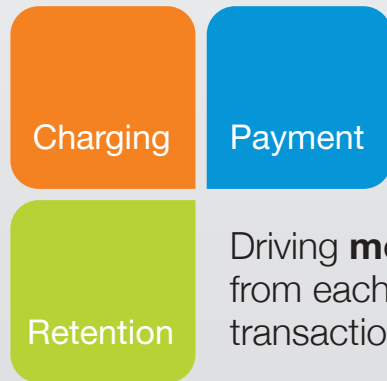


Smarter Transaction Management



What is Smarter Transaction Management?

It's about driving more value from each telecom transaction

- ▶ Convergent Billing across multi-play networks
- ▶ Mobile commerce eco-system management
- ▶ Real-time retention and usage stimulation



eServ
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What the market says about us

“ We have worked with eServGlobal since the beginning, and chose them for their excellent record of delivering carrier-grade real-time solutions with high-flexibility, together with their proven understanding of our growing business needs. ”

Osman Sultan, CEO of **du**

“ I really want to thank you for all your support over these last several months. You and your teams have far exceeded my expectations. It was very evident that you cared as much as we did about putting forth a quality product within the required timelines. ”

Dan Meenan, Director of Site Development, **NTELOS**

Charging

Focused on the operators' ability to differentiate in the market via advanced Value Added Services, eServGlobal enables our customers to grow market penetration by acquiring competitors subscribers without needing to fight competition based on lowest price per minute. By managing a turnkey charging layer for all subscribers, the operator is able to increase ARPU by reducing direct costs and, at the same time, increase revenue by managing a mix of voice, messaging, data and content services in real time for all customers.

Online Mediation

Available as a standalone product, eServGlobal's ChargingMax SCP product is able to seamlessly migrate to work with any open third-party Online Charging System. Our unique focus in this market is to concentrate on a winning mix of business assurance policy management, open standards support and an advanced service creation environment to supplement features offered by the billing provider.

Providing a homogenous service control function across GSM, UMTS, WiMAX, IP and fixed line networks, the solution is able to offer the operator a sound investment which helps raise ARPU as network access technology evolves.

From Prepaid to Convergence

eServGlobal's ChargingMax Universal Charging System and Revenue Manager are end-to-end solutions, providing the real time network control, online charging and business support systems (BSS) required to manage pre-paid and post-paid convergent subscribers.

Retention

Invent Your Own Promotion

Real time and differentiation in customer loyalty management are one of the keys to increasing both revenue and customer satisfaction in the Telecom market.

PromoMax, eServGlobal's loyalty and retention solution, is a single point for marketing managers to deliver fast 'go to market' promotions. Thanks to PromoMax, the operator can use individual and social segmentation information to target preferred customers

with personalized and real time promotions based on their consumption, recharge or remittance behaviour.

Monetising Social Relationships

SRM is eServGlobal's unique solution that allows telecom providers to include social networking in their pricing management. By launching a branded application on popular Social Networking Sites (SNS), users can select their high value friends for bi-directional social tariff management to generate subscriber loyalty.

Operators can monetize telecom services further inside the SNS portal, with operator service hooks such as Click2Call, and generate additional revenue using social graph analysis. SRM provides low cost acquisition opportunities, based upon powerful referrals from existing customers and targeted retention campaigns, using social status as a new form of micro-segmentation.

Payment

eServGlobal Payment solutions generate new revenue and cost reduction, thanks to complete and evolving Recharge, Mobile Payment and Money Transfer solutions.

PayMobile

PayMobile addresses operators' recharging and mobile payment needs, from any kind of channel, using any type of funds, including traditional and electronic vouchers, electronic funds, cash, bank accounts or credit cards. PayMobile also allows operators to build and manage their sales and distribution networks.

HomeSend

HomeSend enables any service provider, including financial institutions, to offer international money and air-time transfer. HomeSend offers the only sender to receiver mobile-centric service endorsed by GSMA, as well as access to a hubbing and managed service, allowing immediate access to the whole world through a single technical and commercial interface.

