



PromoMax Invent Your Own Promotion

The right promotion to the
right customer at the right time

Service providers are under constant pressure to minimize churn and increase ARPU. They must be able to quickly respond to competitors' activities with meaningful offerings that attract numerous customer segments without exposing themselves to financial liability. The only way to efficiently achieve this is by using advanced business intelligence to create personalized rewards that are valuable to customers.

PromoMax is eSeryGlobal's carrier-grade solution for service providers to deploy targeted, personalized, diversified and timely promotions and loyalty programs with a fast time to market.

Thanks to advanced customer intelligence tools, operators can drive preferred customer segments with retention, up sell and cross sell offers, in real time!

Key benefits

Deliver loyalty and retention in real time

PromoMax can deliver rewards in real time. Operators now have the ultimate tool at their fingertips to trigger rewards in seconds!

The right promotion to the right customer

PromoMax enables you to use your valuable customer intelligence to improve the accuracy of your loyalty and retention promotional offers. Target the customers you want to acquire, stimulate and retain.

Be more agile than your competition

PromoMax delivers the tools to allow marketing managers to effortlessly create new promotions. Using the innovative GUI (Graphical User Interface), analysts can define specific customer segments, compose advanced business logic and create customer reward plans in minutes.

Turn loyalty and retention into a profit center

With PromoMax's cost-control features, you can simulate promotions pre-launch, allowing you to launch offers with improved predictability and profitability.



Next generation loyalty and retention

As a standalone, non-intrusive platform installed in the operator's network, PromoMax provides an extensive set of tools to increase revenue and fight churn:

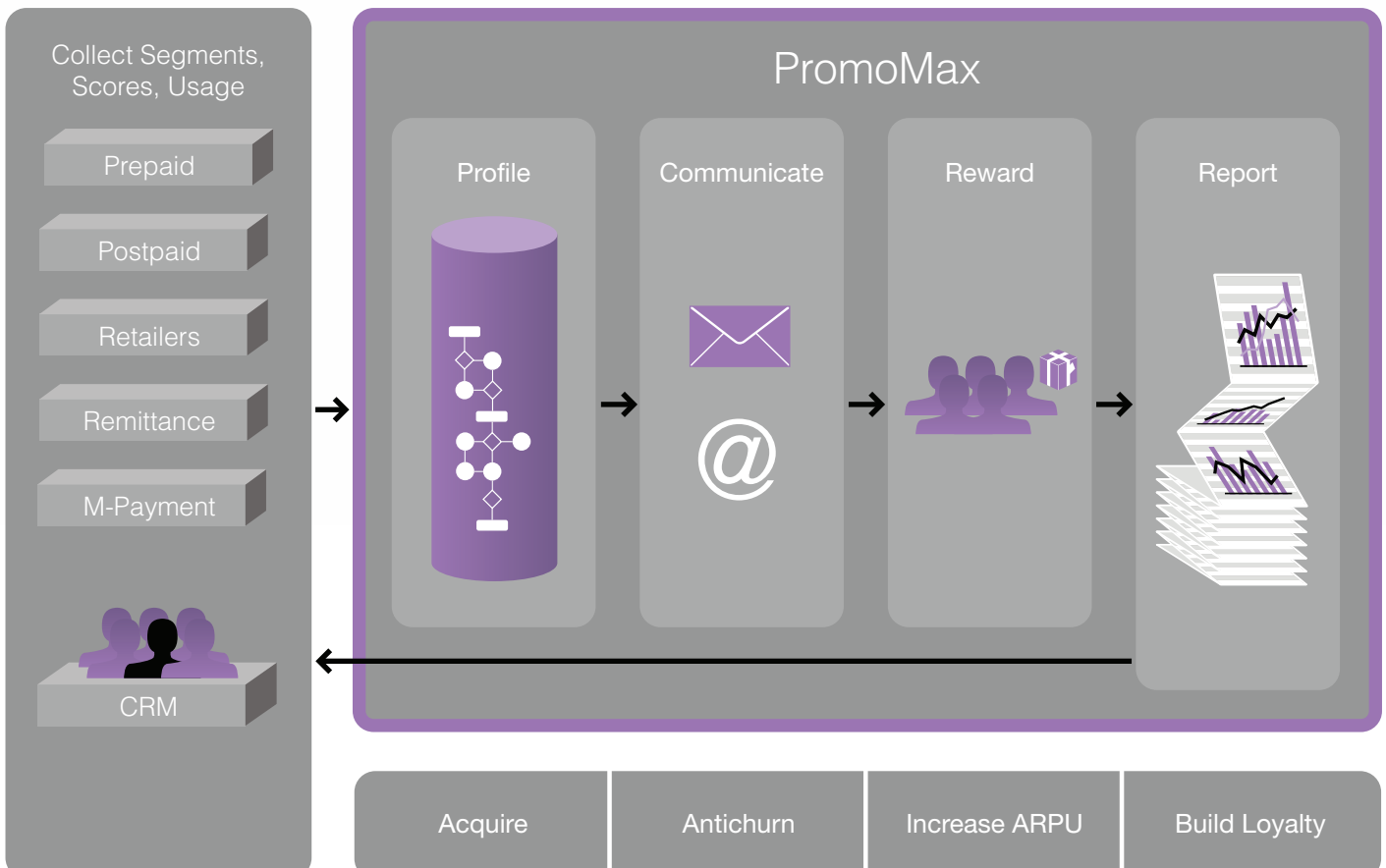
- Any type of service (calls, SMS, data, recharge, incoming calls, *etc.*)
- Promotions, goodwill offers, dynamic customer pre-segmentation and loyalty programs
- Event triggered and batch offers with simulation tools
- Rewards granted to customers in seconds
- Cost control mechanisms
- Self Care - customer managed interactions
- 3D customer profiling integration (social, behavior, demographic)

Target your customers with hundreds of personalized promotions

Increase revenue and reduce churn

No matter your size, with PromoMax you are able to share exciting experiences with your customers and get the best in return. Imagine:

- Customizing offers to match individual customers' interests in sport, music, *etc.*
- Organizing lottery promotions with your VIP members
- Delivering pizza e-coupons to your customers when they download a movie





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Architecture/Interfaces

PromoMax is a network agnostic solution, which integrates with the existing service provider's environment in a non-intrusive manner.

It is flexibly designed to comply with various technical situations without extensive outlay:

- CDR ETL (Extract Transform and Load): events are collected in batch mode by PromoMax's ETL control agent and processed in minutes, to cope with very large volumes of events with low hardware footprint
- Online ETL: events are collected in pure real time to ensure rewards delivery and provisioning in seconds

Self-care and subscription services are also available as Web Services for a direct integration with customer care and operator self-care portals.

Scalability

PromoMax's scalability and modularity enables the service providers to choose the functionalities they need and to evolve in accordance with their strategy. PromoMax has been benchmarked for 50+ million customers; 300+ million daily service events; 20+ simultaneous active promotions; and 6+ million rewards.

Reliability

PromoMax benefits from eServGlobal's 24 years of expertise in telecommunication solutions.

- High availability
- Disaster Recovery Center compliant
- SNMP KPIs ensuring service quality
- SNMP trap alarms to warn of issues
- Security pack to control all system access

Implementation options

The PromoMax core software is enhanced with the following optional service libraries:

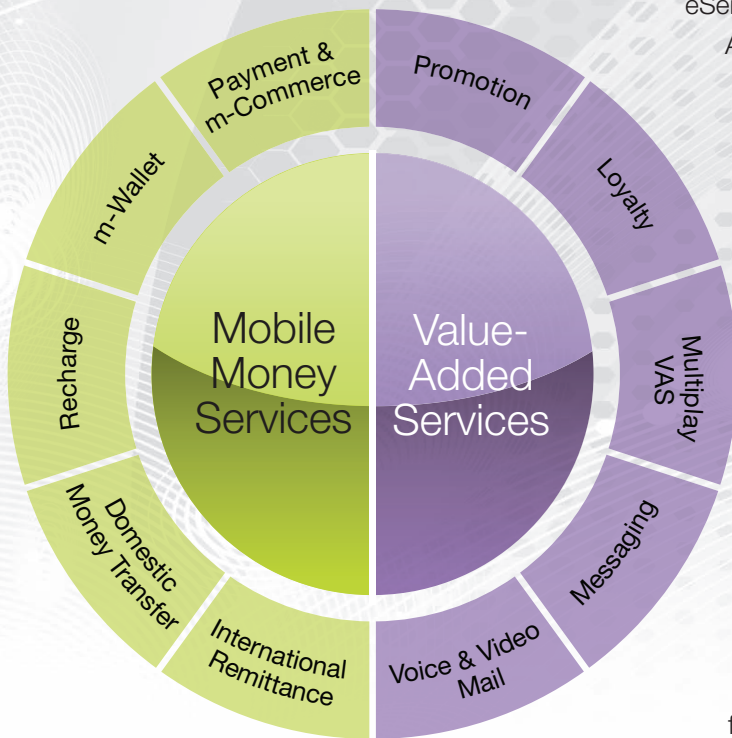
- Advanced promotion schemes including:
 - ◆ Customer life cycle promotions
 - ◆ Incoming Call Usage
 - ◆ Pre-determined schedule-based events
 - ◆ Service activation
- Lotteries and Draws: to create a new customer experience and keep them stimulated with raffles, draws and random rewards
- User Segmentation: to target micro-segments of customers based on the analytics of the service provider's CRM
- User Interaction: to directly stimulate the targeted customers and improve the campaign's objectives

Key Features

- Real time rewards
- Central promotion creation environment
- Promotions for data, usage, SMS, etc.
- Loyalty programs
- Lottery rewards
- Cost control mechanisms
- Promotion advertising and alerts
- Self Care Web Services
- Carrier grade architecture
- SaaS and licensed solutions
- Hosted services or in-house software installations



About eServGlobal



eServGlobal specializes in Mobile Money solutions and Value-Added Services (VAS), to help Telco Service Providers increase their revenue and gain and maintain customer ownership.

eServGlobal invests heavily in product development, using carrier-grade, next-generation technology aligned with the requirements of more than 60 customers in over 45 countries. For 24 years, mobile, fixed, Internet and multiplay telco providers have used our capabilities to lead and innovate in their local markets, leveraging their core assets and their trusted agent and subscriber relationships.

With 14 offices globally, eServGlobal provides full “end-to-end” and “any account to any account”

Mobile Financial Services and International Money Transfers. Our HomeSend solution is the only mobile-centric international remittance hub to gain endorsement from the GSM Association.

Our Value-added Services in promotions, loyalty, messaging, and multiplay are focused around the transaction and enable service providers to engage with the subscriber in a personalized and dynamic

manner. To reduce time-to market and manage exposure to CAPEX, we now offer multiple licensing alternatives, including SaaS-based flexible, revenue-share pricing.

eServGlobal is listed on the Australian Stock Exchange (ESV) and the London Stock Exchange AIM (ESG). More information at: www.eservglobal.com

- 14 offices
- 350 staff
- 60 customers
- 45 countries

Cairo
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 Brisbane

Contacting eServGlobal

Paris Headquarters
 244, avenue Pierre Brossolette
 92245 Malakoff Cedex
 France

Product enquiries:

Phone: +33 1 46 12 58 85
 Fax: +33 1 47 35 07 88

Online contact:

Web: www.eservglobal.com
 E-mail: info@eservglobal.com