



Value-Added Services Orchestrate Multiplay Offerings from Legacy Networks to IMS

Fight churn and generate revenue

Telecommunications Service Providers face many challenges, notably declining ARPU from voice and traditional services as well as fierce competition from new content and device providers, who are building a direct bridge to the customer.

Leveraging their core assets, network investments and trusted customer relationships can position Telco Service Providers to meet these challenges by stimulating their customer base with differentiated and profitable new services. By offering attractive multiplay solutions that mix core network services with loyalty offers, location-based and infotainment services, carriers can provide new, pertinent services to their customers and thereby fight churn and generate new revenues.

More than ever, ensuring rapid time-to-market is the key to competitiveness, stimulating customers, reducing churn and exploiting popular events (sporting competitions, TV shows, etc). Carriers need to be able to make the choice between investing in new infrastructure or using centrally-managed services with flexible revenue-share or service-based pricing to reduce time-to market, manage exposure to CAPEX and reduce risks.

A comprehensive set of fast time to market services

eServGlobal offers a next generation framework for Value-Added Services. Around this infrastructure eServGlobal have built a full set of pre-developed, ready-to-configure services, which range from standalone pre-packaged solutions to customized multiplay offerings.

All services are built on the same Next-Generation Platform with Java connectivity and flexible architecture to reduce costs and avoid unexpected service interruptions.

Adding a new service or upgrading existing services has never been so easy: eServGlobal's architecture allows you to quickly enrich your back-end requirements without affecting front-end service continuity.

Key benefits

- Stimulate your customer base with rapid time-to-market service mash-ups
- Generate new revenues and drive loyalty among your customer base
- Seamlessly add and upgrade services
- Reduce your up-front and ongoing costs and mitigate your risk by taking advantage of our Software as a Service (SaaS) offerings

Compatibility

The delivery environment is built for NGN (3GPP), such as IMS, while maintaining backward compatibility into the legacy telco world. eServGlobal's VAS can be connected to your network in multiple ways (SIP, SIGTRAN, MAP, CAP, IS41, SMPP, XML, ENUM, etc.).

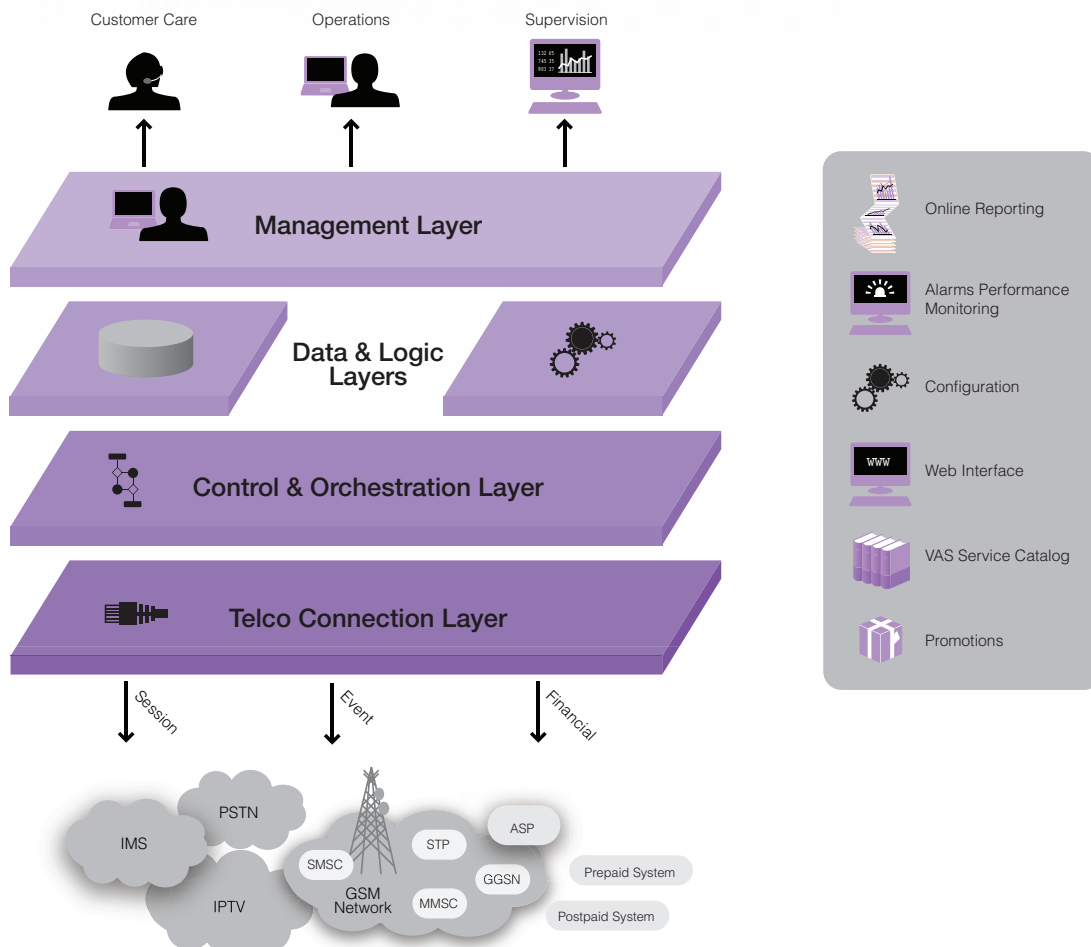
Scalability and reliability

Based on our carrier-grade platform, eServGlobal's VAS benefits from our 24 years of experience with guaranteed availability and scalability. Thanks to an N+1 architecture, eServGlobal's VAS achieves 99.999% availability.

Delivery models

In order to meet our clients' unique needs, eServGlobal's VAS can be deployed in both licensed and centrally hosted SaaS (Software as a Service) delivery models. We provide flexible revenue share and monthly service agreements for our SaaS engagements, which means no hardware investment and reduced risk, while simultaneously delivering an even faster time-to-market.

The licensed delivery model naturally includes all necessary effort to install and integrate the platform into your network, ensuring that all of the back office and real time requirements are met.



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An unlimited variety of solutions

All our off-the-shelf services are ready to deploy following configuration to your subscribers' expectations and your specific requirements. Of course, any new service you would like to offer can be quickly developed and tested. The only limit to the combinations is your imagination!

Call Termination

- Subsidized calls
- Location-based services (Office Zone, etc.)
- Notification services (first call, Missed Call Alert, roaming notifications, etc.)
- Corporate MVNO
- Mobile virtual phone
- MVNO enabler
- Pay 4 Me

Group Call

- Closed User Group
- Friends & Family
- SMS Group Chat

Retention

- Loyalty campaigns (heavy user, high-end user, etc.)
- Promotional campaigns (birthday, anniversary, usage, etc.)
- Rewards
- Stimulations

Infotainment

- Games
- Lottery
- News/Content
- RSS feeds

Off-the-shelf solutions

Premium SMS services with zero CAPEX

Operators are able to use sporting competitions, TV shows and other current events to encourage subscriber usage of premium SMS services. There are no investment costs if eServGlobal hosts and manages the service.

For major sporting events, your subscribers can get all the important "live scores" in real-time. A variety of games such as Instant Win, Predict & Win, and Credit Goal allow them to play for airtime or financial rewards. Subscribers can also sign up to receive news updates, MMS photos of highlights and short videos of news conferences and other moving pictures.

Revenue is created through customers' Premium SMS transactions and/or through a sign-up fee.

Mobile virtual phone

This allows an operator to offer a virtual phone to a subscriber integrated onto their existing handset and SIM. The subscriber can choose which phone to use for outgoing calls and has 2 different mobile numbers for inbound calls, differentiated by ring tone or other means. All of the normal functions such as SMS and voice mail are entirely separate for each phone. The advantage to the operator is that the subscriber can split business and personal calls for instance but is not tempted to open an account with another operator.

SMS gateway

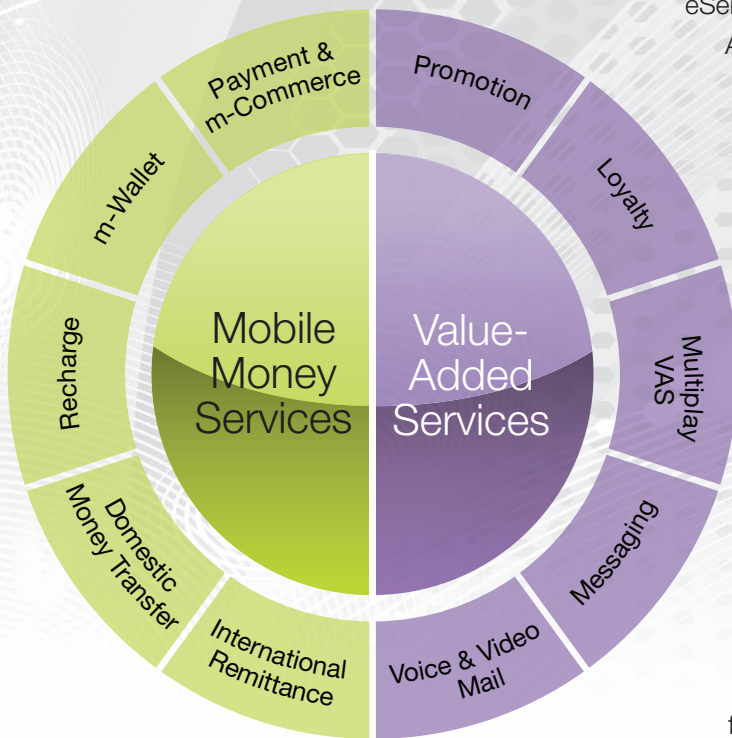
The SMS gateway allows operators to control and manage 3rd party suppliers of content over SMS and MMS. Account management, subscriber filtering, billing interfaces and 3rd party access are all included in this well proven solution which allows easy and swift grouping, filtering and rule manipulation. The benefit to the operator is a single control point for all of the content access as well as a single billing point and cross protocol conversion to reduce their OPEX.

Key Features

- A full catalogue of ready-to-configure services
- Configuration interface to create new services or combination of services
- Only one integration to your network regardless of the number of services you choose later on
- Easy integration with other applications (eServGlobal or third parties)
- No service disruption when introducing new services
- Web interface for customer care and operations functions
- SNMP interface for monitoring
- Real-time tracking and reporting on customer transactions
- Native support for IMS networks with seamless connectors to legacy networks (GSM, CDMA & PSDN)



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

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