

Personal Life Mobilizer – Traffic Boosting

Success helping operators to maximize services value



O3SIS Services

Operator benefits: Our Commitment

- **Service popularity is ensured and End-users satisfied** : Pre-Service Launch workshop & devoted technical & marketing resources involvement to ensure service availability & ramp-up
- **Ensure optimized parameters for key Digital Life Management Applets to generate more value:** Welcome Message & Auto-promotion implementation & fine-tuning to optimize usage patterns
- **Reduce churn and rise customer retention efficiently:** Keep subscriber's personal data stored in operator's property - also safekeeping data, minimizing data loss issues
- **Activity monitoring:** Follow up of key metrics regularly delivered through reports & teasing campaign reports
- **More revenue streams:** the same time Usage is soaring so do operators revenues. On top carriers can generate significant revenue using Traffic Boosting Teasing Campaigns as a bridge between SIM & Handset data

End-User Benefits: Service Discovery

O3SIS is enhancing the value of End User mobile phonebooks ensuring them to maximize their social life by improving access to the service and service discovery. In one-click

this Value added Service enables end user to benefit from their Contact Backup.

Traffic Boosting: Success factor of your Life Management offer.

You're offering a backup or mail service to your users and want to ensure a high level of adoption, an easy user experience of your service? Everybody knows that there are more failures than successes where it comes to launch a new telecom service. Implementing such a service raises questions such as:

- *Who is the target audience?*
- *How create a fancy user experience?*
- *How promote effectively?*
- *Who is using this service and how often?*
- *How track the service performance ...*

This service available for Gemalto hosted customers (Allynis) gives visibility on Digital Life Management Services and help marketing managers to adjust service to the right targets.

Traffic Boosting: A 20% uptake rate of your service commitment.

In parallel of our 90 mobile backup services deployments, we have put in place a dedicated team whose objective is to support carriers when launching or promoting their phonebook backup service. This Team is devoted to bring you the best of commercials & marketing recipes. Our consulting approach is committed to maximize reach & usage of these services. We benefit from the unique

experience of implementing data backup services all across the world in Americas, Europe Middle East Africa & also Asia with many well-known successes such as Claro Brazil or SFR France.

This service 100% available for hosted mode carriers rapidly ensures a 20% activity on the service thanks to tailored products, recommendations and teasing campaigns capabilities and also our capability to heavily promote Data Backup Services with Teasing campaigns.

Follow up of key metrics ensures strong technical & consulting team reactivity.

In the Digital Management space Traffic Boosting Team is particularly focused on your service uptake rate (Active users), on usage development (Transactions performed, frequency of use).

Of course putting in place these best practices ensure a robust life time management for your backup and mail services.

A consulting approach to support you step by step

Personal Life Mobilizer Consulting has developed a step by step approach to ensure success of your Data Backup Service.

1. Design of the Service

In collaboration with your marketing department we help you to design your Data Backup Service based on its numerous services launches experiences

- The choice for implementing properly the service use & access
- How to optimize pricing of the service

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- Elaborate promotion of the service via the application itself but also how to organize media plans to maximize service awareness & End-User usage.

2. Analyzing service performance

With Gemalto Business Intelligence tool and the Gemalto Analyst service we provide our customer typical reports measuring service performance, adoption rate & Usage in the aim at segmenting users according to their usage patterns & identify key success factors.

3. Corrective Action plans

Based on Analysis, Gemalto Traffic Boosting Consultants will propose new actions to re-design the service & improve Service Revenues.

4. Promotion of the service

Gemalto will also intervene promoting the service with SMS interactive teasing campaigns. Gemalto can fully operate these campaigns defining targets and messages with your marketing department. The objective is to disclose detailed campaign analysis to improve again service usage & reach.

Here are four ongoing steps which will help carriers to tailor the best their data backup service, easing service discovery and maximizing generated revenues.

A set of tools to ease service enrollment and increasing service awareness!

Promotion is key for service awareness and uptake. Gemalto's offers a way to dynamically and remotely promote the service ...

Welcome message & automatic services configuration: A Traffic Boosting premium.

With the welcome message and the automatic services configuration, Gemalto has developed a unique expertise to promote operators' protection services to the end-user and enable a full protection of user data when they are interested by such kind of services.

Auto-promotion

With the auto-promotion, the operator can now remind their subscribers that the importance of the back-up of their personal content regularly.

Teasing Campaigns

100% of the equipped users can be addressed for Teasing Campaigns; Personal Life Mobilizer – Traffic Boosting also creates bridges between the SIM & the Handset content. These Teasing campaigns ensure to address all subscribers that are equipped but not using the service regularly. With simple & accurate messages non regular users are invited to use your service.

Solution key features

Service Deployment:

Deployment of the Gemalto SIM Personal Life Mobilizer applet or Service Registration Engine applet among card shipments is required to ensure a good footprint

Service Design:

Integration of the key Traffic Boosting Applet into card profile (Auto-provisioning, Welcome message, Auto promotion)

Service Operation:

The customer is committed to disclose to Gemalto usage & billing details of the data backup service – These data will be charged into the Gemalto Analysis Platform regularly to ensure Gemalto will be able to suggest how to improve the service. The customer must also allow Gemalto to run with its approval Teasing Campaigns.

Key deliverables

Pre-Launch Consulting:

Standard study at pre-launch of your Digital Life Service, defining best commercial & marketing practices including key benchmarks.

Monthly Reports:

As Allynis (Hosted mode) customer you receive monthly report disclosing key metrics of the service (technical & usage statistics).

Teasing campaign support:

- Customers receive pre-campaign reports for setting up campaign parameters
- When Campaign is launched customer receive weekly reports
- Campaign debrief

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