



## Key Operator Benefits

- **Drives Revenue:** Opens up new revenue streams by assuring ads to reach targeted customers on time.
- **Intuitive:** Easy-to-use user interface minimizes learning curve. Advanced API and GUI simplifies rules/parameter based campaign administration.
- **Better Performance:** Optimizes network, efficiently divides and balances resources, solves bottlenecks and simplifies message flow.
- **Optimum Traffic Routing:** Supports various network scenarios and different throughput limits for customers and resellers.
- **Interoperability:** Seamlessly integrates with existing billing, CRM, IVR and call center solutions.
- **Subscriber Loyalty:** Increases subscriber satisfaction and enhances service experience by reducing spam.
- **Reduces Cost of Ownership:** Feature rich, cost and resource effective solution that improves network efficiency and lowers operational costs and capital expenses.
- **World-class Managed Services:** The solution is backed-up with Defne's proven professional and managed services.

## Market Dynamics

*With consumers now spending a larger share of their time on mobile devices, their need to access personalized and location relevant information has increased even more. This trend is fueling the mobile marketing and advertisement growth where the worldwide mobile marketing revenue is forecasted to reach \$24.5 billion by 2016\*. With an open rate of 98%, SMS promotions/offers prove to be the most effective way to reach customers instantly.*

*The "last mile" advertising, local in nature, is the final and most challenging part of a marketing campaign. It is what connects the customer to the seller through communication that takes place closer to the point of purchase. Compared to traditional inbound and outbound marketing channels, mobile SMS marketing offers brand owners a solution to target prospects on the move with contextual, personalized and actionable real-time experience where the subscriber can choose to act on the offer in a variety of ways; buy, search, share or save for future reference.*

## Product Overview

Defne's **Bulk SMSC** solution is a reseller ready platform that enables efficient management of high volumes of bulk SMS for marketing campaigns. The Bulk SMSC platform provides a Web Services API and Web GUI to third parties like SMS resellers, service providers and system integrators to send large amounts of SMS either ad-hoc or in a campaign manner. These user-friendly interfaces enable efficient delivery of bulk messaging campaigns. The Bulk SMSC can handle multiple campaigns simultaneously. It supports account and/or campaign based throttling and prioritization allowing mobile operators to manage their network resources cost-effectively and efficiently.

The campaigns can be delivered on a massive scale in real time, based on an event, based on subscriber attributes or a combination of the three. It integrates with the existing operator CRM and billing/charging systems to deliver message content based on pre-defined profile and segmentation attributes such as gender, location, and pre-message check. Pre-message check attributes include:

- Service package
- Tariff plan
- Account balance
- Roaming or not
- Phone on/off
- Blacklist
- Mobile number portability
- Number of offers delivered

\*Gartner 2013



## Key Subscriber Benefits

- **Enhances Service Experience:** Reduces spam and manages daily quota for the same MSISDN.
- **Personalized Information:** Engages subscribers with ads that are more relevant to their interests in place of the generic, random ads they might otherwise receive.
- **Convenience:** Offers actionable ad content in on time, at the right place.

## Key Brand Owner Benefits

- **Brand Awareness:** Accurate and targeted reach ensures brands stay top of mind with both customers and prospects.
- **Last Mile Effectiveness:** Reaches qualified targeted subscribers with personalized content and increases campaign success rates.
- **Cost-Effective:** Enables robust and scalable mobile promotion campaigns to be conducted on a massive scale.
- **Increased Profits and Customer Loyalty:** Actionable and personalized ad content leads to increased direct customer engagement and viral marketing potential
- **Instant Results:** Increased conversion rates and customer response can be tracked instantaneously through advanced reporting tools.

Defne's Bulk SMSC sends messages without connecting to the MNO's existing SMSC platform thus enabling the MNOs to use their SMSC licenses and resources more efficiently. Text based MSISDN upload further simplifies campaign-like SMS delivery with advanced options. Highly available database management system stores reseller, customer and campaign information.

The platform provides postpaid and prepaid accounting, bonus mechanisms, reseller commission calculation, approval prior to delivery, and many other features. The load balancing and redundancy provided by the solution enables smooth operation even in the busiest periods of the network.

## Key Features

- SMPP and Web based connection support
- Easy and efficient Web Services API and Web GUI for customers, resellers and mobile operator administrators
- Support for sub-customer account and package creation all for existing customers
- Client and campaign prioritization
- Support for text file and Excel file upload
- Concatenated SMS, WAP push, Flash and MMS -based campaigns
- Different throughput (message/sec) limits for customers and resellers; total not exceeding global limits
- Support of converged accounting of all third-party campaigns with prepaid/postpaid/pay-as-you-go accounting
- Optional invisible quota assignment with alarms for pay-as-you-go accounts
- Advanced alarms for online monitoring that allow campaigns to end when predetermined success criteria are reached
- Account and/or campaign-based throttling and prioritization
- Third party price setting and commission and/or bonus calculation based on subcontractor and reseller mechanisms
- Mobile Number Portability (MNP) status check
- Sender address limitation - each account has to have origination address to send short messages
- Blacklist feature supporting opt outs based on origination address or category of originator
- Support for delivery to international mobile numbers
- Time and retry plans for specific delivery and retransmission schedules
- HLR triggering and query support
- High performance with load balancing and redundancy
- Highly available database management system
- Advanced marketing, technical and commercial reporting
- Unicode, GSM 7bit, Single Shift, Locking Shift support
- MO SMS support

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