



agile technology to energize your business



marketing



care



financials



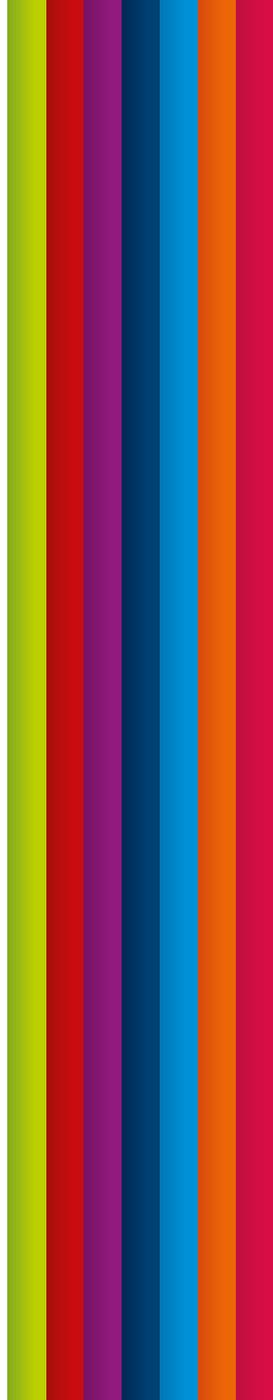
messaging



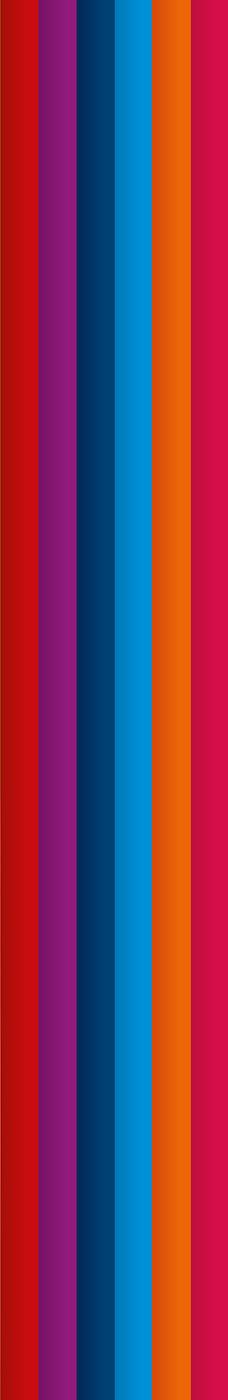
networking



analytics







## President message

What we have accomplished so far is a direct result of our ability to apprehend our customers' needs along with our constant effort to improve and develop cutting-edge agile technology services.

We envisage being a reliable and trustworthy partner to our customers by delivering sustainable solutions that satisfy the new market demand for quality and innovation.

Company's goal is to create and maintain long-term value for its stakeholders by transforming intelligence into smart innovative product solutions that respond to customer needs in a responsible, cost-effective and sustainable way.

To company's constant success have contributed our people with their talent, hard work, and vision. Together we create a unique corporate resilience.

All of us here at mSensis are proud of what we have been fortunate to create and build these past years.

As we look forward, we see intriguing challenges and therefore great opportunities. We are committed to meeting them with the determination and ingenuity that have turned mSensis into an innovative technology partner.

Sincerely,

**George Sarigiannidis**  
*President, mSensis*



A large blue triangular graphic on the left side of the slide. It features a world map in the background with various data overlays, including a person icon, a bar chart, and the word 'WORLD' in multiple locations. The graphic has a rounded top and bottom edge.

Mobile communications market has grown tremendously over the past few years. The adopted technologies have become more specific, sophisticated and complex over time. In order to keep up with customers' expectations, software and system providers responded to the challenge offering innovative, cutting-edge services.

mSensis has made a breakthrough in this highly competitive marketplace by investing in value-added services for the customers, differentiating their products and, thus, making them compete in global markets. The diversity of products reduces complexity and provides more compelling services through various channels in an integrated, cohesive manner. At the same time, cost-effective, flexible and customized solutions give prominence to mSensis' agile methodologies and the long-term partnerships it promotes.

In an effort to reach its full potential, mSensis provides novel technologies with content which unbinds customers, giving them the opportunity to facilitate their business and therefore easily achieve their financial targets.

# mSensis: the company

mSensis is a software developer and solutions provider founded in 2007. Company's successful services portfolio has helped us build, until now an extensive worldwide customer base. Having a strong international presence means meeting all challenges by providing a 24x7 quality service and delivering the desirable results to our customers.

## Our principal objective

Help you optimize your business and generate new sources of revenue.

## How?

mSensis' flexible technology assists customers increase their competitiveness and market share, maintaining at the same time their loyalty and cost efficiency.

Smart and agile solutions respond to the needs of a wide range of industries: Telco, Media, Financial Industry and Public Sector. Company's approach and industry-specific expertise is the groundwork of long-term relationships. Customers trust mSensis because its solutions as a whole are based on a 100% flexible and modular state-of-the-art technology, proving that we are fast movers in quickly adapting to every market's rapid changes.

## Why work with mSensis?

mSensis is a valuable partner, committed to improving its customers' performance by optimizing their services portfolio and keeping real-time control of business.

## Values & Philosophy

Incessant improvement / Social Responsibility / Respect for customers, shareholders and employees / Care for environment, health and safety / Code of Ethics, Corporate Governance / ISO Certification.

## Our Vision

The worldwide expansion of our market through cutting-edge technology solutions.

Becoming a powerful, competitive, profitable and internationally recognized company which will be able to offer a complete range of solutions and high quality services to its customers, and at the same time preserve and protect the environment.

## Our People

Our diverse and highly skilled global workforce is constantly improving and conforming itself to new technologies.



# Overview of the mSensis' Platform



mSensis offers a multipurpose platform, offering a wide range of smart services whose aim is to effectively implement business logic and therefore satisfy not only operators' business ideas, but also customers' exclusive needs.

Services offered through the platform are characterized by the unique features of modularity and reutilization. Our platform can support multiple devices and deliver results through numerous communication channels contributing to a convenient and flexible end-user approach: Web, SMS, MMS, USSD, IVR and Mobile Application.

Moreover, the Application Server is based on popular and well-known open source software, running on all operating systems (Linux, Windows, UNIX), as well as applications written in Java Runtime Environment and above using the latest MySQL Edition. The application server logic is implemented via Red Hat JBoss. The combination of the above software component turns the platform into a secure, cost-effective and reliable suite.



The success of mSensis' platform lies in its potential and evolving nature, which keeps the platform updated and on the edge of new services offering the following competitive advantages:

- > Easy conversion of ideas to applicable services in a very short period of time
- > Centralized approach regarding services' introduction
- > Increased revenues through attractive innovative services
- > Increased revenues through self-care services
- > Maximum utilization of existing investments
- > Multiple channels for convenient and flexible end-user approach.

The Platform provides the following wide range of smart services:

- > mMarketing
- > mCare
- > mFinancials
- > mMessaging
- > mNetworking
- > mAnalytics

### Key Benefits to Customers

- > Proactive methodology to minimize subscriber churn to other networks.
- > Real-time monitoring and reporting, which will provide the necessary feedback and corrective actions in order to achieve excellent performance.
- > Customization of services and promotions adding value to your business.
- > Customer loyalty leading to revenue increase.

### Partnership

In an effort to keep up with the competitive and rapidly evolving marketplace, a company with a strategic goal to achieve a growing market share has to create "win-win" partnerships within its program.

The benefits are multiple for all shareholders:

- > The combination of their know-how and expertise takes the offered solution to another level, in order to achieve maximum performance and excellent results.
- > This value added and state-of-the-art service opens up new possibilities that could lead members to markets they had not even considered before.
- > The creation of powerful and robust solutions raises the bar of competition within each industry helping new products to prevail among others.
- > End customer is provided with upper quality solutions.



## General Description

Companies often fail to communicate and interact effectively with their customers. This can be very frustrating, since successful communication affects sales and business growth to a great extent. In order to overcome these kinds of obstacles and stay ahead of competitors, companies have to invest in the correct marketing strategies. As numbers show, one of the most effective is mobile Marketing (mMarketing).

mSensis' powerful mMarketing tool targets your audience directly and effectively by providing flexible solutions and using multiple communication channels.

Proactive action, customer retention, predictive analysis and "one-to-one advertising" are only a few of the words that can describe the key features, and therefore, the distinct advantages of mSensis' mMarketing.

## Solutions

### Mobile Marketing Campaign

Mobile Marketing Platform is a dynamic platform organizing efficient campaigns while, at the same time, minimizing the embedded costs. Platform stays ahead of competition through its ability to deliver time-to-market campaigns for prepaid, postpaid, and hybrid tariff plan types to multiple communication channels in real-time. Its capability for personalized contextual campaigns yields a higher customer adaptation and acceptance rate, diminishing campaign costs at the same time.

Platform has the competitive advantage of built-in loyalty tools and analytics services, allowing the operator to predict customer behavior and analyze customer trends. Such insight contributes to better sales forecasting and proactive reaction.

### Offer Management System (OMS)

Offer Management System by mSensis is a powerful, robust, flexible and extended web application platform enabling mobile operators to easily create and manage multiple prepaid and postpaid subscriber bundle offers, as well as deliver marketing campaigns and promotions.

OMS is a fast, light and user-friendly application environment offering:

- > Ease-of-use and management
- > Creation and deployment of campaigns without IT dependence

Its infrastructure facilitates seamless adaptation and connectivity to operator's back-end (legacy) systems.

### Advertising

In an era when "mobility" is the keyword for everything around us, mSensis follows the trend and approaches mobile advertising in an effort to gain a considerable market share of the overall advertisement binge.

mSensis' mobile advertising is based on the concept that the subscriber receives relevant communication only upon consent. Targeted advertising results in increased responsiveness, as it responds to the goals of our customers.

Mobile Advertising Server by mSensis supports multiple delivery technology platforms (Web, Smart phones, tablets, etc.) as well as all major ad formats (static, HTML5, animations, video, etc.).

It also supports analytics and reporting services in order to track impressions, visits and revenue from all ad posts across multiple geographical sectors.

Server works in parallel with the Mobile Marketing Platform or with the Offer Management System.

mSensis' powerful mMarketing tool targets your audience directly and effectively by providing flexible solutions and using multiple communication channels





## General Description

What is the best way to satisfy your customers? The answer lies in mSensis' set of solutions, in which customer gets control of the service he buys, without having to face the obstacles of complexity and low quality. mCare set of products provides the client with sophisticated services and innovative ways to attract his customers. At the same time it reduces churn and operational costs, increasing customer satisfaction and engagement. Products are fast, designed to be implemented in specific business logic and with extended functionalities for the future.

## Solutions

### Mobile Self Care Portal

Mobile Self Care Portal is here to solve this complexity of multiple short codes or service URLs, just with the implementation of a user-friendly menu. Access to the menu is possible either through text, the web or mobile application. Subscriber has a central menu, with a thorough list of services and possibilities.

### Panel aid

Panel Aid is a Mobile Application. As soon as it is installed in the subscriber's mobile device (smartphone) it offers a wide range of services. Allocating minimum resources, it is very fast and accessible from almost everywhere. Moreover, it offers direct interface to a vast number of applications, acting as a table-like selection panel.

### Access Point Business Care

Femtocell has become a rapidly evolving technology due to the key benefits it offers. Access Point Business Care offers full management of these Access Points (Femtocells), since these are available for sale to the end-user who owns them. Both operator and end-user have full control of the Access Points, reducing the need for customer care assistance or extensive manual back office support.





## General Description

The number of subscribers choosing alternative transaction channels and advanced payment services has recently increased significantly. A window of opportunity opens up for operators who can now offer innovative financial services to their existing customer base. Services are easy to use, secure and seamlessly integrated into their existing legacy systems.

Whether the subscriber needs to send or receive money, make purchases, recharge a mobile account or even settle financial issues, this can be effectively achieved through mFinancials solutions.

mSensis' agile technology enables operators to simplify the procedures needed in financial transactions by just using a mobile phone and a few simple commands. The user-friendly, real-time mobile financial services offered through mFinancials suite help operators to:

- > reduce costs
- > increase revenue and credibility
- > attract new customers and retain the existing ones.

## Solutions

### Payment gateway

Payment gateway solution addresses the subscriber's as well as operator's sales network.

#### Any Value Top-up

Prepaid subscribers often face the difficulty of recharging their mobile accounts. The most common methods are via purchasing a scratch card or through Internet and ATMs.

Any Value Top-up offers to subscribers freedom, flexibility and control of their airtime, enabling them to recharge their accounts anywhere, anytime. mSensis' solution not only liberates subscribers, but also ensures a cost effective strategy for operators and resellers.

### Sales Network Management

SNM offers to the operator complete control of his network's numerous agents-dealers. Specifically, SNM gives to the operator the following advantages:

1. Extensive control of dealers' network in terms of privileges, usage, actions.
2. Real-time processing of transactions originated from various PoS channels.
3. Management of transactions based on country/region/city/PoS/ amount etc.

Thanks to modular technology, SNM can interface with a variety of legacy systems, such as:

1. ERPs
2. Commissioning systems
3. Payment systems
4. CRMs

### mPayments

Mobile subscribers can now appreciate the value and convenience of mobile payments.

mSensis' agile technology enables operators to simplify the procedures needed in financial transactions by using just the mobile phone number and a few simple commands.



#### **mMoney**

mMoney offers place and time flexibility, as the only elements needed are an authorized agent, the recipient's details and the specific amount. All the rest is taken care of by mSensis platform!

And there is more! What about the freedom the subscriber enjoys when booking tickets just by using his cell phone? Mobile ticketing is used mainly in air transportation, though it is quickly expanding to other fields: concerts, cinemas, theaters, museums, public transportation, etc.

#### **mTicket**

mTicket is a service which creates a mobile ticket (barcode), sent instantly to the customer through a message. Then, customer passes this barcode over a special scanner and process is completed.

Technology has many advantages as it reduces production and distribution costs, increasing at the same time steadily customer satisfaction and loyalty.

#### **mBanking**

mSensis reaches out to subscribers, giving them a sense of control over their banking arrangements. mBanking gives access to secure banking activities 24 hours a day, 7 days a week (24x7) that are possible any time, any place, just by using a mobile device.

It also supports numerous interfaces, such as SMS, WEB, USSD, IVR and Mobile Applications, so that subscribers can choose the most convenient payment form and relevant to the selected bank service method.



## General Description

Since the beginning of the mobile industry, messaging has been the most common form of communication. And there's a very good reason for this: the instant exchange of information.

In order to compete in the fierce marketplace mSensis has included in its broad portfolio powerful and scalable messaging solutions, allowing operators to enhance their services, reach targeted customers in real-time and, at the same time increase their satisfaction.

## Solutions

### SMSC and applications

mSensis' Software SMSC is an all-IP, high capacity, scalable solution offering ultimate reliability with many years of experience in SMSC design. This future-proof solution enables operators to share components, centralize functions and reduce complexity and costs. At the same time it contributes to the introduction of new services to the market, keeping customers engaged.

### MMSC and applications

mSensis' MMSC is a highly scalable service platform, built on open standards and running on mobile networks, GSM, CDMA, GPRS, EDGE, UMTS, HSxPA and LTE included. Based on a modular architecture, MMSC allows mobile operators to increase message throughput simply by adding more nodes, so that it can be scaled virtually, without limitation.

## Call completion products

### Ring Back Tone

mSensis' Ring Back Tone Server offers an optimized solution for generating and playing a large variety of tones, announcements or audio clips used in personalized ringback tone services. Furthermore, solution offers a fully configurable billing mechanism capable of meeting the requirements of business models applicable to this service.

### Network Interactive Voice & Video Response (IVVR)

mSensis' Network IVVR enables mobile operators to provide their customers with on-demand audio and premium video content, adverts and informative services. Network IVVR consists of two key modules – the Media Resource Server and the Application Server - each one individually scalable.

### Call Router

mSensis' Call Router offers an efficient way of gradually deploying advanced voice and video services in the operator's subscriber base, while complementing legacy voicemail services. The fact that every subscriber is associated to a specific voice or video termination service assists in subscriber base segmentation.

A hand holding a black smartphone is shown in the lower-left foreground. From the screen of the phone, a large number of white envelope icons are rising and floating upwards into the teal background. The icons vary in size and orientation, creating a sense of dynamic movement. The background is a gradient of teal and blue, with a blurred image of a person in a dark suit on the right side. A thin blue line outlines the shape of the smartphone screen.

mMessaging is a powerful and scalable messaging platform, allowing operators to enhance their services, reach targeted customers in real-time and, at the same time, increase their satisfaction



## **Voice mail Services & Applications**

### **Voice2SMS (MMS)**

Allows any subscriber to use an alternative and more personal way of communication, without having to opt-in, just by recording a voice message and managing the relevant notification via SMS or MMS.

### **Voice & Video Mail**

This is an enhanced version of Voice & Video mail service, which sends voice and video messages directly to handsets, without going through a traditional IVR. With MMS, email, web and smartphone delivery, subscribers can look at a list of messages and prioritize which are more urgent to listen to.

### **Messaging Gateway**

It enables operators to control the way Content Providers access and send SMS data to mobile subscribers. Operators can balance traffic among multiple SMSCs or even route traffic to specific SMSCs, reducing, this way, the risks encountered due to high traffic.

### **Bulk Web2SMS**

An easy, cost-effective and instant way of communicating with other mobile subscribers, without the need of a mobile phone, is via Web2SMS. As users get more and more accustomed to Web interface, it is convenient for them to use it in order to send an SMS to one or multiple subscribers (bulk message).





mSensis' networking platform gives people the chance to interact and communicate with the users that interest them, and thus be constantly connected to their preferred groups.

### **General Description**

A few years ago no one could foresee the power of social media. Today this impact sees no end.

mSensis' networking platform gives people the chance to interact and communicate with the users they want and thus be constantly connected to their preferred groups.

This is the new, convenient way of socializing, beneficial for both users and carriers. Users enjoy themselves, while carriers take advantage of the significant growth opportunities.

### **Solutions**

#### **Friends Net**

Friends Net is a social networking service addressed to subscribers who want to be part of a communication and/or entertainment group, usually within the same carrier. A user makes friends by sending a request to the phone numbers of his favorite subscribers, through the appropriate channel (text based, web or Mobile App). Friends Net members can share their interests by joining one or multiple groups (public/private ones).

#### **Virtual Notice Board**

Virtual Notice Board service enables the registered user to "post" and therefore communicate a note or message to the other members of a group with access to the same service.



mAnalytics is a web-based platform that has the power to sort data out and make sense out of it. It does this effectively and with great flexibility.

### General Description

Try to imagine the following scenario: being lost, literally “trapped” within vast quantities of multi formatted data (database, xls, cdr, edr, etc.) regardless of topology (residing locally or across the network) and having to make sense out of all this. This is a problem, but it is also a challenge like no other.

mAnalytics by mSensis is a web-based platform that has the power to sort data out and make sense out of it. It can do this effectively and with great flexibility.

mAnalytics is an essential tool which enables your company to take the forecasting and proactive “steps” needed in order to boost business and decrease capital or operational expenses. This is possible by analyzing customer behavior, customer trends and all other information. This alone may mean nothing, but combined with other attributes can mean a lot.

Recent studies have proved that organizations applying analytics outperform their peers.

### Solutions

#### Reporter

Monitoring customer behavior during a campaign requires the use of a state-of-the-art platform, the mSensis’ Reporter platform. Solution contributes to the creation and control of generated reports that help track down the real-time conversion activity.

This precious feedback gives you the opportunity to measure the weak and strong points of your mobile strategy, in order for you to make all changes necessary to redefine and manage it effectively.

This deep insight into the customer’s engagement facilitates your planning the next moves in the mobile marketplace thereby gaining or retaining competitive advantage.





# Support Services

## b. Generic Software Updates (Maintenance Releases)

Generic software updates are released in specific time intervals and include all software corrections and bug fixes, as well as additional functionality where appropriate. mSensis supports the current software release as well as **two (2)** versions previous to the current one.

## 4. Systems Hardware Maintenance

In addition to the Helpdesk and emergency support services, mSensis provides support for the hardware through the following activities:

### a. Spare parts management

mSensis relieves the headache of managing spare parts of the hardware in operation by providing full spare parts management and by providing/ proposing a specific spare parts list. Customer has the option to choose between keeping the spare parts on-site or off-site, on a different location or on mSensis' premises.

### b. Preventive maintenance

Since prevention is better than the cure, we provide preventive maintenance services in order to identify early-on hardware issues requiring solution and schedule replacement before parts actually fail (which result in downtimes). This popular service has saved thousands of man-hours of reactive maintenance and has improved the overall system and service availability. Periodic preventive maintenance activities usually include visual system inspection, fan cleaning, execution of system diagnostic tests and other periodic activities as agreed with the customer and in accordance with the manufacturer's guidelines.





## 5. Proactive & Preventive Maintenance procedures

This service consists of the following components:

### a. Field Change Order (FCO)

A Field Change Order (FCO) procedure is available to our customers in order to proactively prevent an error or improve system performance based on system and software configuration, third party software and firmware updates, running scripts and proactive tool installation.

### b. Annual/Periodic System Audit

mSensis offers Annual/Periodic System Auditing including system preparations, system checks and preventive maintenance routines to ensure that systems are optimized.

## 6. Support Packages

mSensis provides **four (4)** different types of support packages designed to fulfill customers' support requirements as effectively as possible. These different package types listed below are based on the identified elements relevant to support services.

- > Support Availability (24x7 or 8x5)
- > Response & Resolution times (SLA)
  - i. **Basic Package** Offers basic support services during business hours.
  - ii. **Silver Package** Offers support services available 24 hours a day, 365 days a year.
  - iii. **Gold Package** Offers support of fast response times available 24 hours a day, 365 days a year.
  - iv. **Diamond Package** Offers support of minimized response times available 24 hours a day, 365 days a year.



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