

# MNO Portal Services

Manage Customers, Content and Campaigns



Mobile Communications

Mobile network operators are experiencing more competition than ever before. To attract new customers as well as retain their existing ones there is a constant need to introduce new

services and offer value-added packages to create customer loyalty. Mobile operators need to focus on accessibility, interactivity and efficiency, while not forgetting usability functions.

## » The Simage MNO Portal

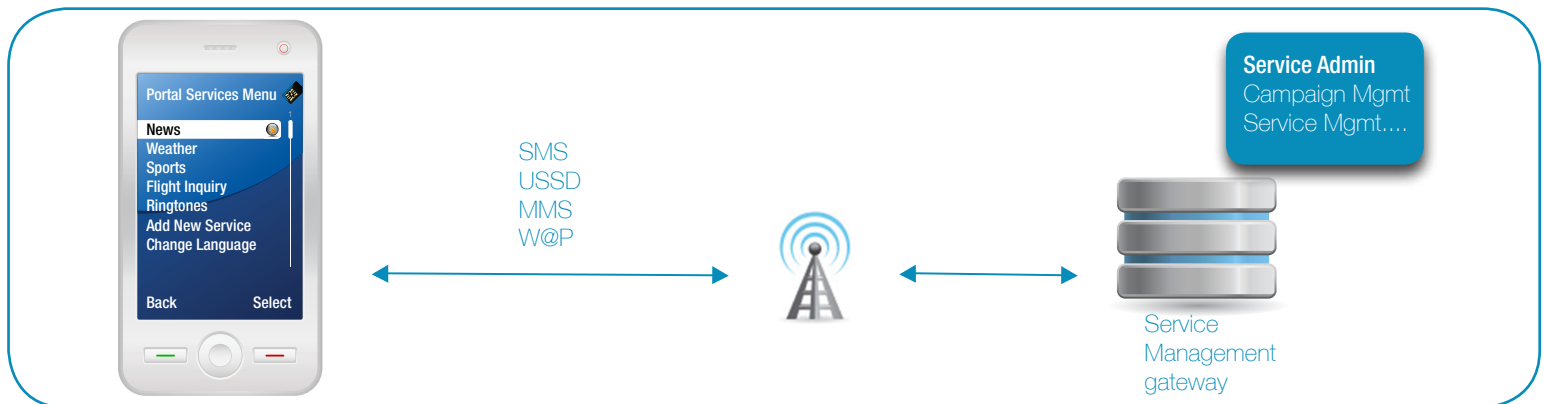
The Simage MNO Portal is for both mobile operators and end users. It's an end-to-end solution offering everything from mobile services delivery and updates to usage statistics and promotions. Not only does the MNO Portal provide an all-inclusive medium for operators and users alike, it also allows for complete efficiency by working through all available channels, including SMS, W@P, MMS, USSD etc. The MNO Portal is all about managing the full life cycle of mobile services offered by a network.

## » Maximizing Operator Return-On-Investment

The MNO Portal has a single main objective – providing variety through

## » How It Works

The Simage MNO Portal focuses on simplicity for all users. By offering mobile operators with the opportunity to issue sim cards that are integrated with the MNO Portal platform, Simage brings management convenience for user statistics, in turn providing the operator with the chance to create customized user experiences for their clients. The Simage MNO Portal effectively communicates and transfers data regardless of the type of service and user handset.



## » Simage MNO Portal - Beyond Limitations

Mobile operators are looking for ways to optimize their return-on-investment. With the Simage MNO Portal, operators can go beyond the limits of ordinary mobile communication and services. Sim card being single point of accessing services, allows mobile operators to:

- Offer device-independent accessibility to all of their services
- Manage all services from one central location
- Focus on services improvement through user statistics and preferences

## » Flexibility For Operators

The Simage MNO Portal is available in three individual deployments to suit the different operator models and strategies.

**Hosted MNO Portal** – the entire platform is located at Simage and all services and data are managed through this complete hosted solution

**Resident MNO Portal** – the services management platform is deployed and implemented at the operator's premises and the platform is fully managed by the operator

**Managed MNO Portal** – the platform is deployed and implemented at the operator's premises, but the services management is provided by Simage

## » Mobile Operator Benefits

- Centralized services management
- All subscribers can benefit from the MNO Portal
- Increased data traffic revenue
- Comprehensive services uptake trends analysis
- Enhanced reputation and image as a value-added service provider

## » Subscriber Benefits

- Information, news, new services and much more delivered dynamically
- A diverse range of services to use, maximizing convenience
- No hi-tech configurations to learn or complex codes to remember
- Accessible from wherever, whenever, through any handset



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