



Enterprise messaging

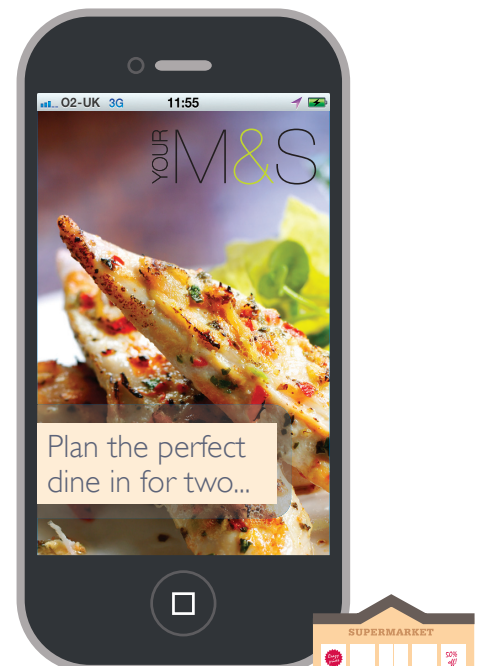
Platform modules and connectivity options

Managing expectations and engagement is crucial for brand identity, marketing and customer service.

Mobile messaging is increasingly the gateway of choice for companies and individuals wishing to engage with each other. Messaging is an important part of your mobile strategy, whether you want to:

- Notify customers of sales promotions
- Confirm delivery times
- Handle customer service issues
- Send mCommerce receipts or order codes
- Deep-link to an app store
- Update staff about time- or location-sensitive matters

Incentivated's best-of-breed enterprise messaging platform provides a number of modules that can help you.



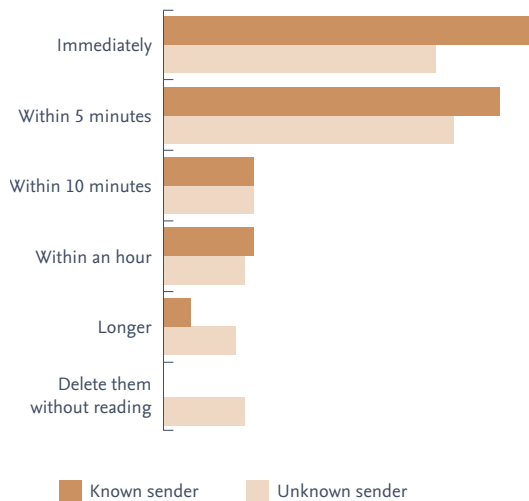
Channel engagement

Mobile messaging can be used to improve the interaction with your existing channels of communication – or added as an independent channel in its own right.

For example:

- Business-to-Consumer (B2C); send out regular communications about your business to complement other marketing and advertising messages
- Business-to-Business (B2B); direct engagement with your business customers to promote your business strategies, and as a return path to deliver links to more complex support materials
- Business-to-Employee (B2E); improve internal workflow by making your employees aware of tasks that need to be completed or new incentives (automated SMS can be triggered by event completion to highlight the next step in a process, for example)

88% of people open SMS within 10 minutes of receipt
Source: IAB/DMA Mobile Messaging Study September 2010



of people in the UK send text messages almost every day



of 18 to 24 year-olds check their messages *at least* hourly

Modules

Incentivated provides an advanced Enterprise Messaging SaaS solution, featuring multiple modules and connectivity options.

We offer value-added functionality over and above our network connections to the mobile networks for SMS/MMS and email communications. (Incentivated is also an ESP.)

Our solution includes advanced analytics capable of reporting on messages sent and delivered, as well as user interactions with functionality within a given message (e.g. unique links clicked). Reports are time and date stamped, and can include geographic information for location-based services.

Incentivated’s Enterprise Messaging solution is used by blue chip clients including British Airways, Marks & Spencer, HBOS and Scottish Power. Some of the modules include the following:

- **Alerts:** use the mobile channel to send appointment reminders, passenger travel information, or provide product and service updates using SMS or MMS e.g. British Airways sends disruption notifications*
- **Auto Response:** provide reassurance to your customers with a confirmation SMS (receipt) after an interaction with your business e.g. Scottish Power handles meter reading submissions by SMS*
- **Find my nearest:** enable customers to locate their nearest store, bar, auto dealer or service provider using their nearest cell mast, by submitting their postcode or by GPS e.g. Mothercare*
- **Two-Way Communication:** this module allows a contact centre to have a conversation with your customers over SMS e.g. NSPCC*
- **Mobile vouchers and coupons:** send mobile vouchers or coupons direct to customers handsets for redemption in-store. This module could also be used to deliver a personalised ticket to an event e.g. GLA (People's Question Time)*
- **Premium SMS (PSMS):** allows for the customer to pay for something (charity donation, calling credit etc.) by receiving a number of SMS messages charged at a premium to the basic network charge e.g. Carphone Warehouse*

*All examples can be seen as case studies on our website.

These modules can be customised or combined to create a new module to meet your business requirements.

Functionality

Personalisation

Engage with your customers by including customer specific content or message segmentation based on your data sets to provide an improved response rate.

Personalise a message by recognising and replaying customer data (preferred name for example) and metadata (subscription expiration date, flight details) in your messages, or allow us to build up a customer database of customer interactions for you, which has a proven rate of response.

Time sensitive

Our messaging module has business logic built in to send messages during certain times of the day that can be spread over a period of time.

This allows the upload of messages in bulk and in advance, a spread of broadcast to avoid network congestions and ensures your customer receives the message when they need to and not at an inconvenient time (e.g. 2am).

The business logic is also internationally timezone-aware so can apply the same logic when sending messages across borders.

User generated content

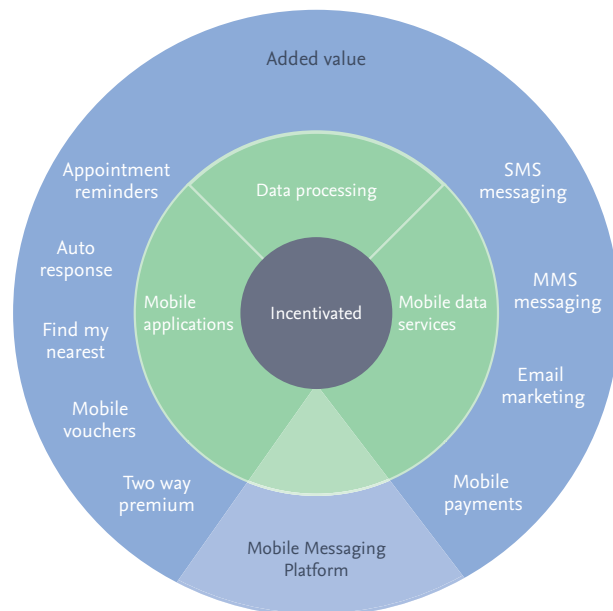
Allowing the customer to be creative can be essential in a given campaign or ongoing exercise. We can handle anything from storing simple prose through personalised MMS pictures to sending them a video of their details spliced into a Hollywood-type movie, making the experience truly personal and immersive.

Message creation

Messages can be dynamically formulated or entered manually into the system. SMS templates can be used with merge fields or custom MMS.

Email templates can be created that offer enhanced user engagement features.

To overcome the 160 character limitation of SMS, we now allow concatenation (the linking together



Incentivated's enterprise messaging offering

of two or more SMS) so that longer or more complex messages can be broadcast.

Database management

The customer management functionality allows the creation and management of subscriber groups, opt outs, grey listing, and black listing.

Subscriber group data can be manually updated line-by-line, bulk uploaded using CSV format spreadsheets, or integrated with your back office system.

Duplicates and exceptions (e.g. a landline number being submitted) are automatically recognised (and reported) to prevent someone from receiving duplicate messages or not receiving a message.

Budgetary control and workflow

Our Enterprise Messaging platform, known as 'iris', incorporates a hierarchical account management structure for departments to manage their own budgets. Rights management can be incorporated to lock down certain functionality of the application to certain users. This can allow workflow processes to be created that include approval of broadcast with templating capabilities and semantic checking of messages.

2 million

people in the UK responded to SMS advertising

comScore: 3 months to Jan 11

Architecture

Iris utilises service-orientated architecture to offer enterprise-class business process integration and messaging infrastructure technology. Its network-centric solutions deliver improved ROI, scalability, performance and interoperability.

Iris brings together different IT assets and communication technologies on a common enterprise backbone to manage the real time flow of information. The agnostic design provides:

- Multiple connection capabilities for integration with third party platforms, achieved by utilising service orientated architecture using WCF.
- Integration with multiple mobile networks across multiple countries combined with an internet connection allows the solution to communicate to your customers through all the various communication channels.

The diagram below provides an overview of the platform architecture showing the integration points and functionality offered.

Protocol Layer

Iris provides multiple integration protocols including HTTP, FTP, SMTP, SOAP and SMPP. These protocols are to be used by your back office platforms to communicate with iris.

Database Layer

The data layer includes the database for the platform that stores the message and template data as well as account access and workflow. It includes a customer database that stores customer data that is used to implement the sending of messages.

Subscriber List Layer

This is the interface to the customer database that allows the customer data to be uploaded, updated or amended through the interface.

Module Layer

The module layer is made up of a service component architecture to allow for multiple modules to be combined together to deliver a complete solution.

- **Mobile Terminated (MT) Gateways:**
MT gateway is where communication is sent from the platform and terminated at the

mobile device. Multiple gateways have been developed to support the variety of protocols and data formats that can be handled

- **Mobile Originated (MO) Gateways:**
As well as sending data to customers, customers can send data back to your back office systems. This is achieved through the MO gateways

The application processing module transforms the data sent from your back office to iris into a generic message structure for data transfer.

Message Queue Layer

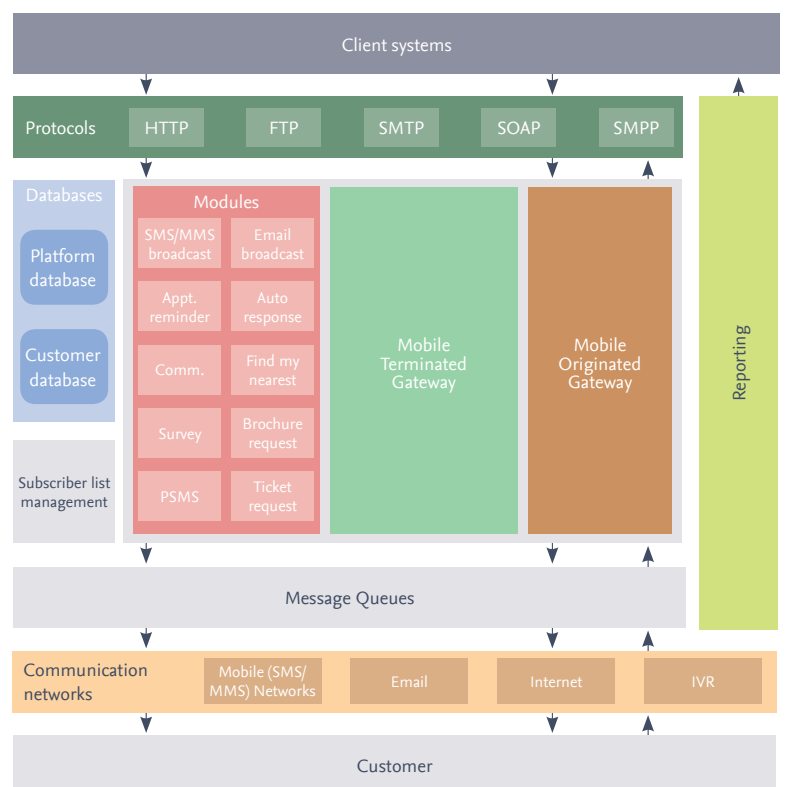
The message queue layer manages multiple queues of data for multiple customers across multiple communication networks in an asynchronous protocol environment.

Communication Network Layer

This layer shows the platform integrated with the different communication network gateways to allow messages to be sent to customers. This includes multiple mobile network integration to support messages sent internationally.

Reporting Layer

Reporting is completed across all the different layers within iris to provide accurate reporting on each step of the process.



Resilience

Incentivated runs multiple dedicated and back-up servers at an off-site Tier 1 data warehouse provider. The servers run behind firewalls with the Windows OS and application software receiving managed updates regularly to reduce the possibility of a malicious attack.

Access to the servers is strictly limited and includes strong password format that is changed monthly. The data is backed up nightly and stored in an offsite location as part of our server restoration procedure.

Replication to failover servers occurs as part of the change control process and the nightly data backup procedure.

100% connectivity uptime is guaranteed with an SLA in place in the event of an outage.

Integration

Platform integration

Integration with your back office system offers an optimised solution to allow management of customer interactions using your existing application solutions. Integration can be completed with back office software or a website and can include initiation via an IVR or SMS. Two-way communication is possible using MT and MO gateways to send and then receive messages from customers or just receive reports on success rate of messages sent.

Integration can be achieved using a range of protocols (e.g. HTTP/S, FTP, SMTP, SMPP and Web Services) in real time or nightly batched process. The sent data is transferred to the application processing module that creates a generic message for storage in the database or to the application server for direct send combined with the business logic.

The types of data formats include plain text, JSON, CSV, TSV, XLS, XLSX, XML and more. Each of our application data gateways has a predefined data format that if adhered to will speed up the integration process. The data format has been designed to be extensible to support additional metadata fields. Customised data sets and a data mining process are possible but require a specification and creation of a processing module.

Data encryption

It is important for sensitive data transferred over public networks to be encrypted.

Incentivated supports any form of publically accessible encryption algorithm including symmetric key algorithms (e.g. AES, 3DES etc.) to public key algorithms (e.g. PGP, SSL, TLS etc.). Digital certificates can be used to bind a public key with an identity to offer verification.

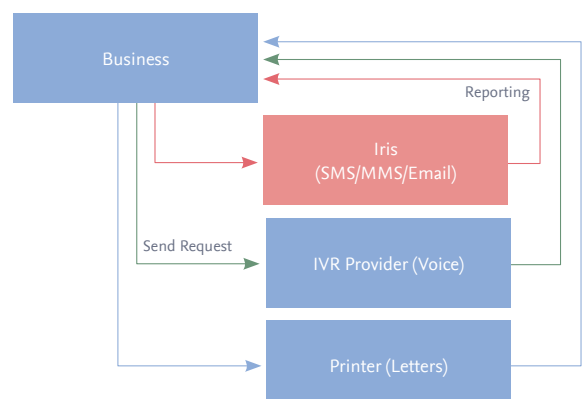
We will be happy to discuss integration options with your back office platform in more detail.

Messaging ecosystem

The Messaging Ecosystem is the combination of the different communication channels into one solution. There are multiple communication channels to the customer ranging from digital to analogue telephony. Utilising an enterprise service bus (ESB) architecture, it is possible to combine our platform with other platforms that offer additional services such as IVR to reach your customer base.

For example, a customer record could contain a telephone number, mobile telephone number, email address or a home address, or perhaps several or all four of these. A priority order can be established to allow the business logic for a messaging solution to set the platform to where the communication should be sent first and then second and so on, based on whether the message sent has been successful or not. This can be implemented within a hierarchy of supplier gateways as shown below:

This solution is recommended, for example, for a larger business with a 'single customer view' central database and enterprise architecture to support multiple communication channels.





Contact us for more information

Email: info@incentivated.com

A selection of other mobile solutions we offer:

Web: Scan the QR code below to see our optimised website on your phone.

- Apps for iPhone, Android, BlackBerry and more
- Mobile internet
- mCommerce

Tel: +44 (0)20 7392 2323

Incentivated is an independent technology company with 10 years' experience operating exclusively in the mobile marketing services sector.

We help our international client base engage with their customers by designing, developing and delivering integrated acquisition, retention (CRM) and transaction (mCommerce) campaigns and services for mobile.

Our proprietary technology and specialist staff are well positioned to help brands, the public sector and charities to develop everything from enterprise messaging (SMS & MMS) through to mobile internet sites, to server-side software or handset applications, including web-apps, for 'smartphones' and feature-phones.

We also provide strategic, creative and technical advice for the use of mobile by businesses to raise awareness, deliver marketing ROI and provide customer service.

Scan the QR code below to see our website optimised for your mobile phone, but accessed through our existing website URL.

PS-EM.2/04-11



(no code reader? Text **CODE** to **62233** to link to a reader appropriate to your phone)