



## Consultancy - Services



Openmind is staffed by messaging experts with many years of experience working for both solutions providers and for operators. We offer this expertise as a consultancy service to our customers to assist them on tactical projects or in the development of new technical and commercial strategies for their businesses.

Consultancy engagements can combine time spent on-site with customers with research in our own offices. We work with customers as part of their team, and conclude all engagements with a comprehensive report detailing all activities undertaken and any recommendations that emerge.

**USE OPENMIND'S  
WORLD-BEATING  
MESSAGING  
EXPERTS TO  
ASSIST YOU IN  
ALL ASPECTS  
OF YOUR BUSINESS.**



## Typical Projects

### Capacity Planning

Capacity planning is a critical task that directly impacts an operator's ability to deliver quality service to subscribers. On capacity planning projects, we work with customers to determine if and when they require new messaging capacity and provide recommendations for how that may best be implemented.

### Security Audits

Mobile operators are aware of the potential threat posed by fraudsters and spammers to the integrity of their messaging network, but may be unable to quantify the extent to which they are currently subject or vulnerable to these attacks. Openmind can conduct security audits on the network involving traffic analysis, procedural reviews and site surveys to assess the actual risk posed by inappropriate use of the messaging network.

### Business Case Development for New Services

Most operators are keen to explore the potential benefits in launching new services, but due to resource constraints, they may be unable to develop the detailed business cases required to justify investments in these services. Openmind works with clients to build all-inclusive business cases for new services that take into account all likely costs and potential revenues. Our standard business case framework provides a complete template that can both accelerate the completion of the project while simultaneously ensuring that all relevant issues are dealt with.

### Technical Research

Openmind's technical expertise is second to none and our experts can work with clients to explore how new technologies can impact and shape the future of telecommunications

### Business Modelling

Our business experts can assist you in exploring new business models for messaging to determine how changes in pricing can affect your revenues. In particular, many operators would like to look at the role messaging could play in mobile advertising, and we can share our experiences in how this can be best achieved.

### Interconnect and Roaming

Openmind has extensive practical experience in assisting both wholesale and retail operators to develop their interconnect and roaming businesses. We can work with your technical teams to design connection paths between your network and your partners, and we can also work with you on the commercial aspects of the business.

Openmind was formed in 2003. The company founders, Alex, Brian, Pat and Billy believed that they could do things differently. That philosophy continues today. We continually strive to provide product leadership and value for money to our customers. We believe in innovation, value and flexibility. All our messaging products are developed with these principles in mind.

**openmind**  
messaging experts