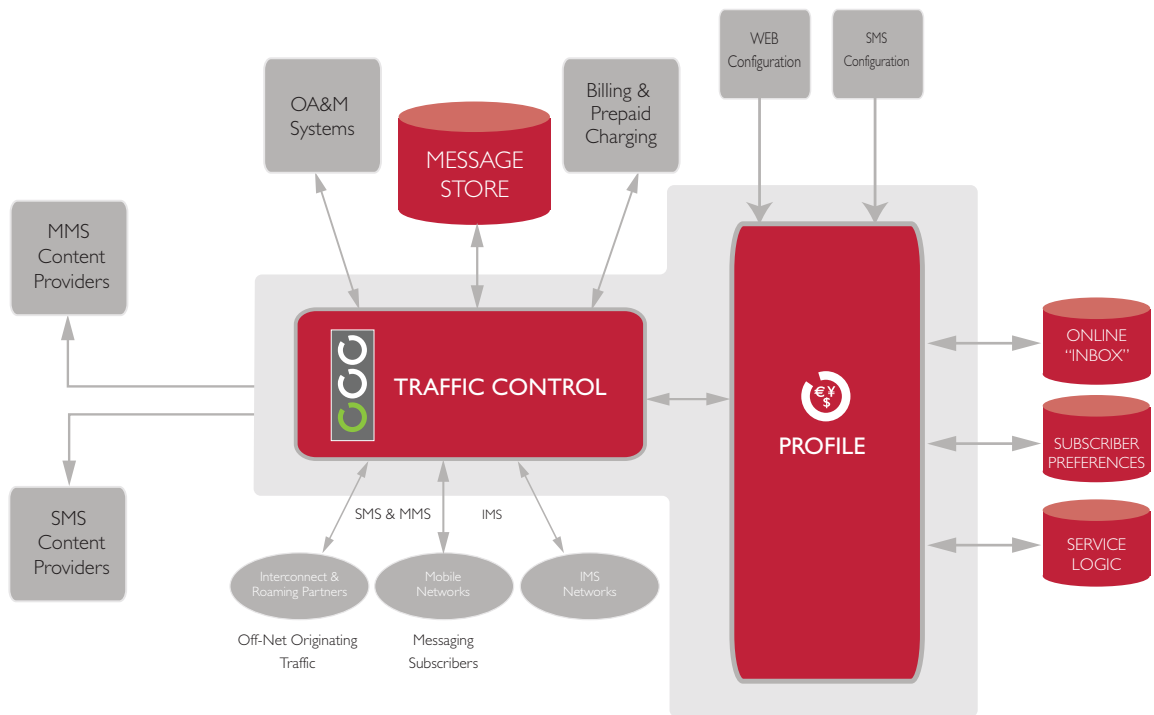


# The Profile Module: Monetizing Messaging

The challenge with legacy and current messaging systems is the lack of easily configurable revenue generating services that are bundle inclusive. From install Profile allows operators to implement an off-the-shelf set of advanced applications that aim to add value to the vanilla messaging service via greater personalisation and subscriber driven controls.



**Profile** allows operators to support email-like forwarding, copy, auto-reply, inbox and distribution list features in the messaging domain. It also allows subscribers to define personalised controls over messaging traffic for themselves, their families and, in a business context, their staff.



SMS Spam

SMS Flooding

SMS Faking

MMS Viruses

SMS Spoofing

## Key Features

Personal Profiling

Access to all SMS Sent & Received

Personal Distribution Lists

Sponsored Messaging

Generic Profiling

Auto Reply

Family Control

Self-Provisioning

Web Browser Enabled

Message Copy

Personal Spam Protection



## The Profile Module: Monetizing Messaging

### Features

#### Personal Profiling

Profile allows individual subscribers to design the profile of their own messaging services. Subscribers are given access to a range of enhanced features designed to enrich their messaging experience and to provide a more personalized service. Subscribers can view and store old messages, set up distribution lists, auto reply options and spam protection filters.

#### Auto Reply

Subscribers can configure a return message automatically sent in response to a received SMS or MMS. This can be used to notify senders of holiday periods or other absences. An SMS can be set-up to reply to an MMS and vice versa.

#### Generic Profiling

Profile also allows operators to define Generic Profiles that govern message flows and behaviours for different customer segments. This allows the operator to tailor the messaging service to suit particular vertical markets, such as prepaid subscribers, postpaid subscribers, or inbound roamers.

#### Web Browser Enabled

The system can be easily integrated with an Operator's web portal via a SOAP interface, and thus provide subscribers with web browser access to the system features. Any data configured by a subscriber as part of their personal profile is not accessible by another user of the system.

#### Sponsored Messaging

The sponsored messaging feature allows Profile to insert appropriate advertising into delivered messages. Use of sponsored messaging is controlled by Profile and subscribers sign up for the service in return for some discounts provided by the operator. Adverts can be included in messages sent or delivered to the subscriber.

#### Self-Provisioning

A subscriber can manage their Profile using Web, WAP or SMS interfaces. All features can be accessed using Web and WAP, and SMS can be used to conveniently activate Auto Reply and Message Copy, and to add new numbers to a personal Spam protection blacklist.

#### Extensive Industry Protocol Conformance

Protect conforms to the following standards: SMS - MAP, SMPP, OIS, CMID, UCP MMS - MMI, MM3, MM4, MM7 IMS - ISC, SIP SIMPLE SIGTRAN - SUA, M3UA, SCTP

### Benefits

Personal profiling helps counteract churn, as a subscriber who has spent time and effort personalizing their messaging service will have a huge incentive to remain with their operator.

Increase revenue streams through advertising. The sponsored messaging feature is an extremely effective marketing tool and advertisers will welcome the opportunity to be able to direct adverts to specific market segments.

Profile provide unique differentiation to the mobile operator as subscribers are given access to and use of non-standard features to enhance SMS, MMS and IMS messaging services.

The ability to target to inbound and outbound roamers in the network with targeted service bundles to attract them to the network. Profile encourages the uptake of more profitable services such as MMS through its intelligent MMS auto-reply service.



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