



Proamotion SMS

Enables network operators to offer focused messages to international travelers in different communities. The advanced Proamotion SMS solution increases promotional impact, effectiveness and results with the most sophisticated, personalized delivery services available for roamers.

Current Situation

Today's roamers lack awareness of operators' service offerings and benefits, and as a result miss-out on many goods and services that could potentially enhance their lives.

Meanwhile, most mobile operators are utilizing promotional SMSs mainly for:

- Promoting their short codes
- Sending roaming tariff information

Mobile operators are neglecting a potentially lucrative market, with very little optimization of segmentation of roamers.

Starhome's Solution

The Starhome® Proamotion SMS™ solution enables mobile operators to differentiate themselves in competitive markets by initiating unique, friendly and informative dialogue with international travelers. This service provides operators with the ability to promote their special offerings to outbound and inbound roamers according to roaming segments.

Network operators enjoy increased earnings by attracting outbound, as well as inbound, travelers during their visits, and by solidifying their relationships while delivering targeted and customized messages to their roamers.

Using the Starhome® IntelliGate™ Service Mobility Platform that supports all of Starhome's integrated roaming services, Proamotion SMS can detect new visitors as they register into visited mobile networks. Upon detection, IntelliGate sends SMS messages to either inbound or outbound travelers.

Benefits of Starhome's Solution

- One unified service
 - Multiple modules for all roaming promotion needs
 - One common and customized user experience
- Effective personalized messaging – eliminate spam!
 - Adjustable content
 - Customized to customer segment/community
 - Targeted per location and network
- Proven track record
 - 70 + installations

Proamotion SMS

Key Features

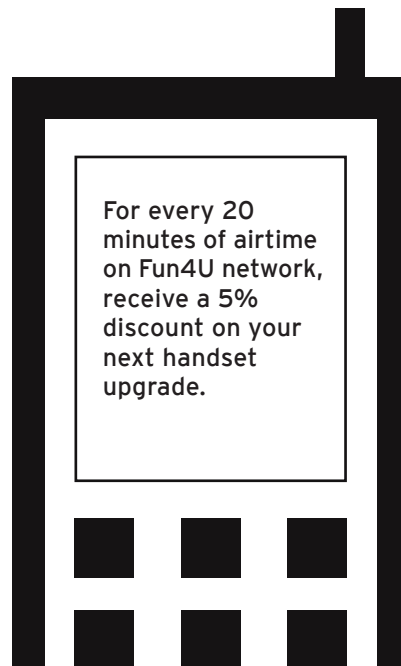
- Message delivery supports time-based, location-based and community-based market segments
- Promotes messages with value to roamers at different stages of their trips
 - Sends messages based on multiple triggers and events
 - Arrival and registration
 - Specific dates, hours
 - Return home (Welcome Back)
 - Advanced communities support
- Context-based
 - Location (country and MSC)
 - Segments
 - PMN
- Welcome Back
- Win Back
- WAP Push

These are much more than just simple messages. Intelligent logic ensures that appropriate message delivery rate and content are applied to provide a comfortable number of messages, and to avoid repeated or irrelevant messages. Moreover, due to increased focus on outbound, advanced communities support is covered.

The advanced community module is designed to provide customized message content to distinct and discernable groups of people who share common interests or goals.

Furthermore, the community group service may be used to promote the operator's high margin services (for example, delivery of messages to "heavy" consumers and business subscribers, or targeting of special groups roaming with preferred network operators.

In addition, Proamotion SMS is available in both Managed Service, as well as Web-based, provisioning tools for full operator control.



Starhome

Starhome® is a global leader in providing innovative, market-driven roaming solutions. Since its establishment in 1999, the company has grown and matured into an industry-recognized authority on roaming solutions. Leveraging its accumulated roaming knowledge to zero in on market needs, Starhome provides operators with innovative and lucrative management tools, making it the driving force behind roaming profitability. We have developed a comprehensive range of products and services that work in synergy to target market opportunities, spanning the full spectrum of roaming industry needs. Our industry-intelligent solutions strengthen your competitive edge in the constantly changing mobile market. Starhome's product portfolio serves each major aspect of roaming:

Retail products stimulate and increase roaming traffic and usability. For **Wholesale** requirements we offer powerful solutions to enable you to meet your business targets and IOT discount agreements. Our **Network Operations** offering includes solutions to optimize network efficiency, improve quality of service, and reduce cost of ownership.

Our service portfolio includes real-time, integrative roaming management and innovation tools -- working in collaboration with our product portfolio - that provide analysis, forecasts, simulations and recommendations, along with a current worldwide visualization of your roaming business. System tools provide real-time access to the information you need to maximize your business goals and strategies.