



Sparx Solution

Sparx is a new multifaceted and dynamic interactive roamers' marketing and relations management tool that is set to ignite the roaming mobile market.

The core of Sparx's extensive and comprehensive solution lies in its ability to fully utilize the limited window of opportunity during a roamer's visit abroad. Information about roaming subscribers' movements and behavior patterns, together with their roaming usage, are accumulated by Sparx from a range of sources. Sparx then generates dynamic and logical follow-up marketing campaigns for each roaming subscriber. Campaigns are created and sent when various triggers are received, based on the roamers' attributes and events.

Current Situation

Solutions on the market today do not fully utilize the latent potential for communicating with outbound roamers'. This is because current marketing campaign solutions lack adequate customization and are not dynamic - two pivotal factors in the roaming campaign market today. Most current campaigns are directed at the masses in a hit and miss effort. This leads to missed opportunities that, in turn, lead to missed revenues.

A successful and lucrative roaming marketing campaign requires knowledge and information about roaming subscribers and their behavior patterns, together with feedback information collected from previous trips. But, this requires an interactive solution with real-time capabilities, and it does not exist in today's roaming mobile market.

Benefits of Starhome's Solution

- One unified interactive roaming campaign management solution which includes all outbound communication services
- Effective personalized messaging in order to cut SPAM
- Support for cross-sale and up-sale campaigns for the operator's solutions including 3rd party offerings resulting in the creation of new revenue sources
- Open and flexible solution which can interface additional VAS applications
- Increases operators' revenues, and, at the same time, delivers a significant improvement in the user experience

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Key Features

- Utilization of multi-triggers and events (such as location and time) to generate the campaigns
- Micro segmentation based on the roamer's attributes
- Dynamic ad-hoc campaigns based on roaming subscribers' attributes feedback and history during their visit
- Personal profile for each roamer based on existing information as well as roaming behavior and usage while roaming
- Prevents 'bill shock' by including information about the roamer's billing plan
- Maintains a roaming subscriber's history
- Cross-media communication including SMS, MMS, WAP push, email, etc

Contemporary market solutions only use a limited number of triggers and events during a roamer's time abroad and do not include the relevant mechanism to obtain roamer's real time feedback during the visit itself. Moreover, the majority of solutions are based on simple segmentation capabilities and therefore, operators cannot send the right messages to the right roamer at the right time. In addition, operators lack the required statistical and analytical tools to improve, in real-time, their interactive communication and optimize their offering.

Starhome's Solution

The Starhome® Sparx™ solution is an advanced solution that continually gathers information about roaming subscriber's behavior and roaming usage. A personal profile and history for each roamer is created and stored in the operator's database. This information is then matched for relevance for any future campaigns.

Sparx employs a sophisticated real-time dynamic events and triggers mechanism that can be based on many different scenarios, for example, the roamer's location, time, as well as the roamer's feedback on campaigns which were previously delivered. The cutting-edge solution is designed to provide mobile operators with the ability to leverage their existing knowledge of their customers in order to send focused campaigns to them while roaming. Furthermore, operators can determine a campaign's content in advance and provision different campaigns which can be sent to roaming subscribers during their visit.

Sparx also encompasses a platform for affiliated marketing. Advertisements can be embedded inside messages and promotions. These advertisements can either promote third parties, or the operators' services and features.

Sparx's versatility will not only enhance mobile operators' roaming offering and communication, but will also generate revenues from third party organizations.

Sparx delivers cross media solutions and manages campaigns from emails to simple text messages to MMS, Flash SMS and more.



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.