



## 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 multi-triggers are received that are 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.

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

Sparx 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.

### Benefits of Starhome's Solution

- One unified interactive roaming campaign management solution which includes all outbound communication services
- Proven revenue generator: promotes operator's solutions and offerings as well as 3rd party offerings
- Dynamic and intelligent campaign selection
- Data warehouse capabilities for pre and post paid reporting and analysis
- Open and flexible solution which can interface with additional VAS applications



---

## Sparx

---

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.

### 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 profiles 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

---

### Starhome

Starhome® is a field proven leader in roaming whose cumulative knowledge and expertise has made it the roaming partner of choice for mobile operators. Since its establishment in 1999, Starhome manages and maintains over 900 roaming solutions for over 178 mobile operators in 118 countries worldwide. Starhome's solutions address all key

roaming requirements and target three distinct areas of activity at the mobile operator: **Retail** - Starhome offers seamless solutions to stimulate and increase roaming traffic and usability. **Wholesale** - our powerful solutions enable teams to meet their wholesale targets and IOT discount agreements. **Operation** - our mission-critical solutions optimize network efficiency and reduce cost of ownership.

---

Contact us: Phone: +41-44-380-6777, Fax: +41-43-222-6768  
Email: [info@starhome.com](mailto:info@starhome.com), Web site: <http://www.starhome.com>

This material describing Starhome is for general information purposes and may be modified by Starhome at any time without notice. The information disclosed in this document is disclosed on an "as is" basis, and Starhome shall not be liable for the accuracy or completeness thereof. This material is the proprietary and/or confidential information of Starhome, and may not be disclosed, copied or transferred to any third party without Starhome's prior express consent. Starhome, its logo and service names are registered trademarks or trademarks of Starhome GmbH. All other marks are the property of their respective holders. © Copyright 2002-2010 Starhome. All rights reserved.