

DMS

-Device Management System Solutions

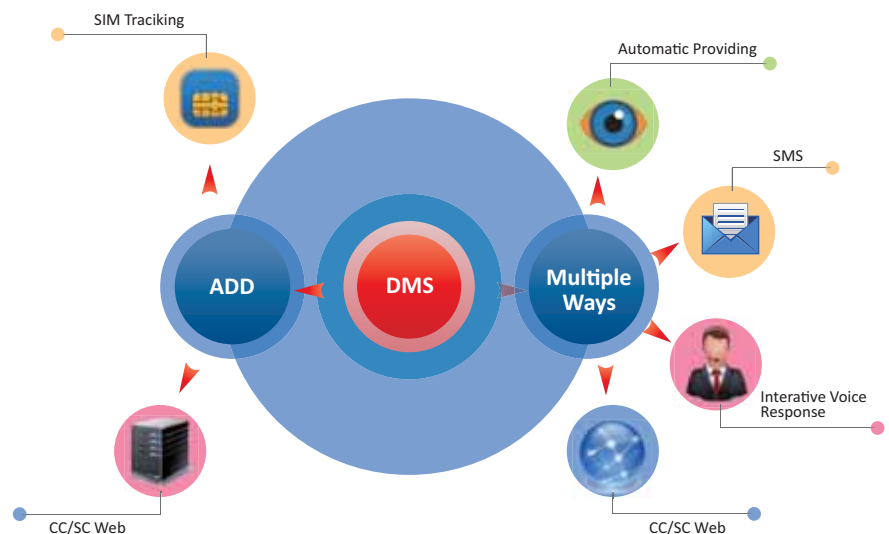
As mobile data service brings more profits and takes up more percentage of total revenue, MNOs have done tremendous efforts to provide high quality and diverse mobile data service to satisfy their subscribers. However, the key point for MNOs to stimulate mobile data consumption perhaps lies in the very beginning: How convenient their subscribers can access mobile data service.

We have developed an efficient solution for MNOs to promote mobile data services to users through the Eastcompeace DMS solution, which includes Smart Setting, Smart Report, and Smart ad.

Smart Setting

-An easy access to Mobile Data Provision:

With automatic device detection mechanism, Non-OTA & Chinese handset support solution and campaign management feature, Eastcompeace Smart Setting System simplifies the process and enriches the request ways for device configuration service, which enables subscribers to access mobile data service conveniently and efficiently.



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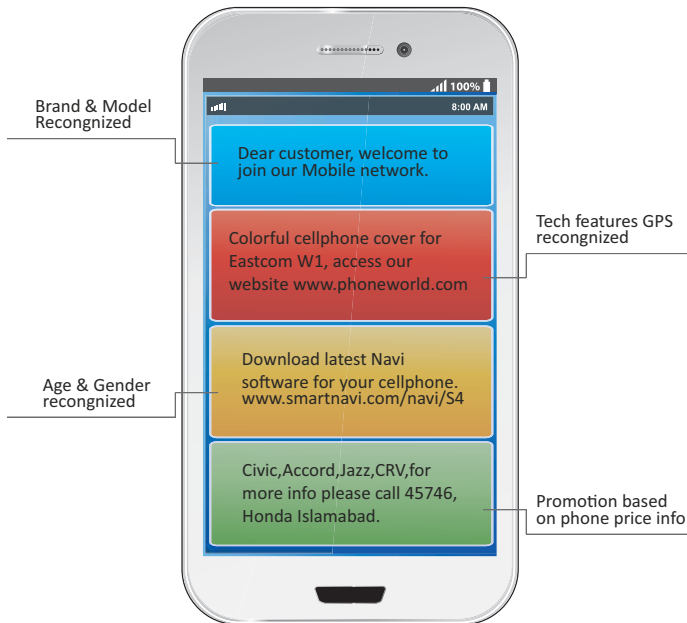
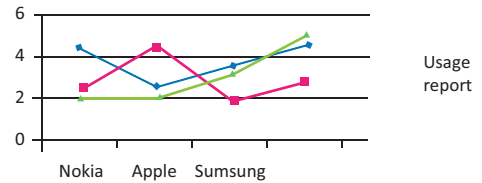
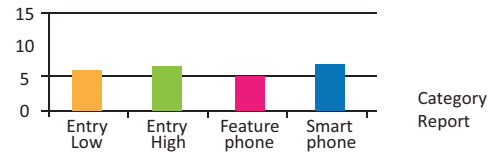
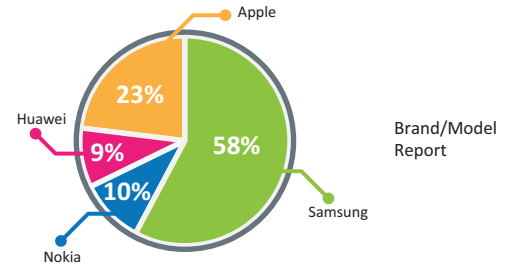
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Smart Report

-A Valuable Data Mining & Analysis Tool

By combining data of mobile handset including the brand /model, the functions, the launch price and the subscriber info, Smart Report generates valuable statistics which empower MNO to investigate their markets by:

- Segmenting mobile users into groups
- Evaluating an addressable market
- Qualifying investment decisions
- Setting up campaigns to target the right subscribers for new services



Smart Ad

- Pushing Right Advertisement to Right Customer

With specialized grouping mechanism, Smart Ad splits data into four categories based on subscriber info and handset info. With automatic device detection, Smart Ad platform recognizes subscriber & his/her handset info and match it with a set of predefined factors. Then based on the collected info, an advertisement will be selected and sent to the handset holder. The ad-push is finished with precise targeting; and therefore the advertising effect will be marvelous. MNOs can push ads about new services and sale information with Smart Ad; service-providers, merchants, and non-profit organizations will also be able to send tailored information to their targeted people by working with MNOs.

