



ARE YOU READY

to unveil your next-generation services?

REDKNEE

Innovate. Personalize. Profit.



Create a sustainable **COMPETITIVE ADVANTAGE**

Discover Redknee's award-winning infrastructure software solutions and maximize your network performance for next generation service and content offerings.

The Redknee Difference

We focus on your needs.

Redknee (TSX: RKN) focuses on your needs, goals and business results. We deliver the solutions you need to realize the full potential of your network investments in order to deliver an enriched customer service experience. You can rely on our history of expertise as a trusted partner and advisor to many leading operators worldwide. Redknee's relevant and optimal solutions meet your immediate market requirements while providing the framework for sustainable future growth.

We offer you proven, resilient and scalable technologies.

Redknee's proven, resilient, and scalable technologies provide you with the advanced mission-critical solutions that monetize and personalize your next-generation voice, messaging and data services.

We understand your priorities.

Redknee understands your time-to-market and revenue priorities. Redknee's solutions handle more than 16 billion revenue generating transactions every month for operators in over 50 countries. We offer you superior solutions for revenue growth and improving subscriber loyalty while accelerating the time-to-market for new services and business models, so that you can focus on your retail and wholesale customers.

We help to create a better, more personal user experience for telecommunications subscribers all around the globe.

Redknee is a leading global provider of innovative communication software products, solutions and services. Redknee's award-winning solutions enable operators to monetize the lifetime value of each subscriber transaction while personalizing the subscriber experience to meet mainstream and individual market segment requirements. Redknee's revenue generating solutions provide advanced converged billing, rating, charging and policy for voice, messaging and next-generation data services, as well as customer care and mobile money solutions.



Redknee Around **THE GLOBE**

Redknee empowers operators in more than 50 countries and across six continents.

The Redknee Advantage

Give your customers what they want.

Redknee's solutions help network operators to optimize and improve the entire subscriber service experience. Gain powerful customer insight and deliver the types of services that are valued by your customers; ensure the quality of services delivered, and charge for services in ways the customer wants to pay for them. Provide the highly responsive customer care that your subscribers deserve.

Take advantage of our demonstrated leadership and extensive industry knowledge.

Redknee's value-added Global Consulting Services begin after software implementation ends. We work with our customers side-by-side to assure successful product launches and new service roll-outs; the proven method to assure a seamless, successful transition from software to production.



This map represents a partial listing of Redknee's customers and is current as of February 1, 2009.



Generate **NEW REVENUE STREAMS**

Redknee equips you with a sustainable platform for the profitable monetization of subscriber services.

Interconnect, Revenue Assurance and Content Settlement for Wholesale Billing

Verify and bill for wholesale charges quickly and accurately.

Capture the power, efficiency and flexibility needed to resolve and reconcile disputes rapidly while improving the accuracy of your interconnect charges. Provide a comprehensive and cost-effective interconnect and partner billing solution with integrated settlement and dispute management capabilities.

Mobile Money Services

Reach an untapped market.

Take advantage of new financial services worldwide with advanced Mobile Money Services. Offer your subscribers an accessible and flexible funds management solution that promotes the consumption of mobile services.

Voucherless Airtime Reseller

- Increase pre-paid top-ups in developing regions without the need for vouchers.

Mobile Money Transfer

- Send money between subscriber accounts and between networks.

Mobile Wallet

- Store and transfer money to and from a mobile account.

Roaming Recharge

- Purchase and use pre-paid vouchers while roaming.

Turnkey Converged Billing

Drive subscriber demand. Hone your competitive edge. Unleash new services.

Boost the profitability of next generation services with Redknee's industry-proven, end-to-end billing solution designed especially for high-growth operators. Deliver real-time, targeted promotions across multiple services and access technologies to maximize the lifetime value of your subscribers. Launch new services quickly, and reduce operational and capital costs by eliminating the unnecessary duplication of billing solutions.

Operators can now deliver a consistent and cohesive pricing strategy across pre-paid and post-paid accounts. Redknee allows you to analyze subscriber behaviours and deliver targeted promotions and customized incentives in real-time; maximizing the relevancy of your promotions and increasing subscriber demand.

Enhanced Customer Care

Enhance the customer service experience.

Enable your customer service representatives to rapidly and efficiently manage services and reduce issue resolution timeframes associated with increasingly complex services and applications. Provide your customer care channels with an intuitive single view of the subscriber across a multi-vendor environment including both core network elements and value-added service platforms.



Unlock **THE POTENTIAL**

Capitalize on the robust growth of
next-generation data services.

Next-Generation Rating, Charging & Policy Management

Support content aware data rating , usage control and privacy.

Control your network with subscriber-centric policy management capabilities, coupled with differentiated rating and charging models. Real-time IP Rating and Policy enables your network to support context-aware data rating, fair usage policies, and privacy requirements for both mobile data and content services. Now you can effectively manage bandwidth and the quality of experience across multiple access technologies and services dynamically on a subscriber-centric basis.

Policy Management

Redknee's policy management solution allow operators to determine and enforce the appropriate level and quality of service based on the nature of the service requested, coupled with the subscriber's class of service. Redknee's real-time policy management capabilities enable operators to maximize their revenue streams through tiered offerings, and to protect their network resources from abuse.

Location Management

Redknee's Location Management solution provides you with proven location and context management technologies for both commercial applications and emergency service applications. Enable secure and accurate location services and fuel both consumer and enterprise markets with context rich applications.

Privacy Management

Personalize your subscribers' experience with preference management and privacy controls. Leverage subscriber information to personalize and enhance the quality of the subscriber experience for both you and your partners' services. Positively and directly impact the value of every transaction as well as the relationship with your subscribers. Enrich their experience and deepen their trust by providing subscribers with full visibility and control of their context and profile information.





“As network operators continue to look for innovation from the industry’s OSS/BSS suppliers, companies such as Redknee are well-positioned to meet these needs.”

- Karl Whitelock, Senior Consulting Analyst, Stratecast, a division of Frost & Sullivan

“Our corporate customers have noticed the benefits and time savings. We estimate that the savings to our customers could be as high as 50%.”

- Gerry McQuaid, Commercial Director, Oz Ireland

“The professional response and follow up we received from Redknee was head and shoulders above the other vendors we evaluated.”

- Ralph Yirikian, General Manager, VivaCell

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