

Why Redknee?

Customization made easy, change virtually anything from contact to configuration details at your fingertips

Simplify the experience with a single user profile and expect a consistent experience across different services without multiple sign-ups

Guaranteed privacy puts your mind at ease resulting in stimulated subscription to value-added services

Be the trusted and secure broker to third party enterprises and affiliate services by federating subscriber identity across the network

Seamless system integration since UPS is a stand alone element

Optional e-care feature provides an easy to use interface for managing the subscriber profile associated with different enabler families

UPS transforms your mobile experience with the ultimate in personalization. Subscribers now have the flexibility to personalize services and preferences, opening up a world of new service opportunities that rapidly drive usage, adoption, and significant new revenues.

Privacy at your fingertips

Market Need

As personalized services for wireless communications grows in popularity, privacy threats such as: spam, cookies, and tracking user location are of imminent concern. Subscribers are receiving an exponential number of applications and services marketed to them – all directly sent to their mobile without their permission. They are afraid of services eating up their prepaid minutes without their permission, receiving viruses or identity theft of personal information.

Mobile users are deterred from subscribing to personalized services such as Location-based Services (LBS) unless their privacy concerns are addressed and protected.

With regulators and law makers requiring more protection for user privacy rights and subscribers wanting more functionality than simply turning LBS on/off, can operators deliver the personalization and control that's required?

Redknee's Solution

Unified Profile Server (UPS) is positioned for this revolution. Redknee's UPS reduces privacy concerns that have discouraged subscribers from taking advantage of many useful and convenient value-added services offered by network operators such as LBS, mCommerce, premium messaging, social networking, downloads and more. This puts the control of privacy levels and personalization settings back into the hands of each and every subscriber.

With UPS, not only can operators define specific privacy policies for network enablers such as SMS, Presence and LBS, but it also empowers users to decide which applications and which users can access their personal data. UPS delivers strictly defined Privacy Management through:

- Personalization
- Availability Management
- User privacy decisions
- The central profile solution
- Opt-in control
- Group management capability

Removing these barriers paves the way for the adoption of next generation user centric mobile services with privacy management.

REDKNEE

Product Bulletin

“43% of respondents felt that location-based services would threaten their privacy.”

— Forrester Research

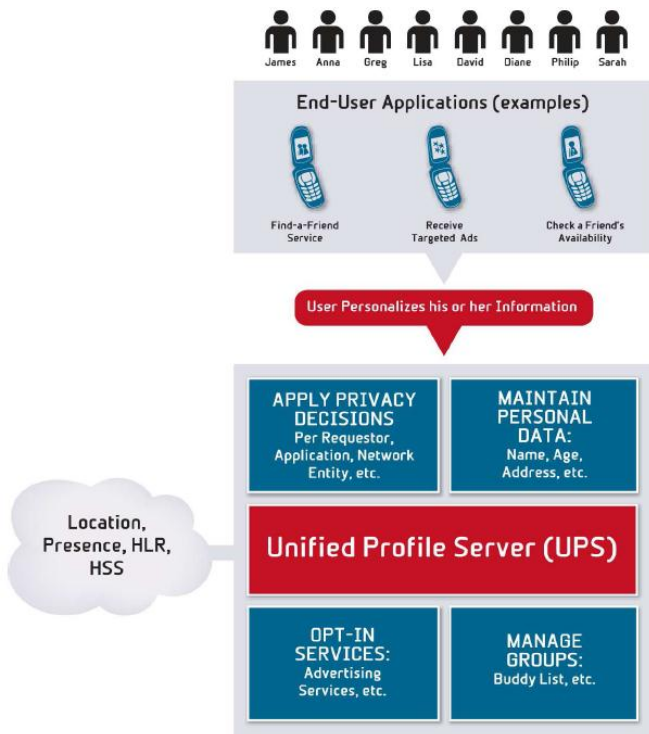
Operators can leverage their key asset – the subscriber – by federating their permissions and identity across the network into one easy to manage spot. With a captive subscriber base, UPS attracts third party enterprises and affiliate services. Now operators can act as a trusted and secure broker by sharing information in a secure and permissive fashion.

UPS empowers subscribers with a way to individually control access to private or sensitive information and to have the ability to choose where, when, and who sees their profile information. For operators, Redknee UPS builds user confidence while at the same time boosts subscription and usage of value-added services through the reduction of privacy concerns and more personalization.

Contact Redknee today and discover how you can immediately utilize this revolutionary solution to leverage your existing network’s capabilities.

Unprecedented control & personalization

More often than not, subscribers are bombarded with irrelevant services and promotions. But by opting out due to frustration, they pass up on mobile services that can improve their day-to-day life, such as pertinent traffic information or access to personally interesting offers such as advanced ticket sales to a Rolling Stones concert via mCommerce. The key differentiator in today’s market is the experience. Move away from the blur of infinite product offerings and give subscribers a memorable, rich experience by allowing them to customize all their mobile services. Redknee will personalize your mobile communications experience like what Apple did for mobile music, TiVO did for television, and Amazon did for books.



Now you see me, now you don't

Not only do subscribers decide who sees if they're online, but also for what services, time of day, and their availability. This gives users greater flexibility in managing their services and communication capabilities while addressing their privacy concerns. For example, Phillip wishes to communicate with his management via video, voice, and email on his mobile and only IM with co-workers on his desktop computer, but in the evening just his friends know he's online and only available via IM. UPS's Presence and Availability Management spans over multiple communication systems that drives the adoption of a rich set of applications and services, giving operators a distinctive edge on personalization.

Multiple application signup=1 simple step

At last users can avoid multiple signup processes for each application and personal details can be modified in one place. Create, store, and manage user information such as age or service preferences through UPS's comprehensive Profile Management and apply Privacy rules to deliver a consistent experience. A buddy list can be integrated with several applications making life easy for users to contact groups. By signing up once, users can access unlimited applications such as, multi-person gaming, IM, LBS, and much more. UPS has made it simple for subscribers to use everything the operator has to offer. Now operators can sit back and watch UPS increase loyalty and decrease churn.

Reinvent your marketing campaigns

Infuse your marketing strategy with a powerful reward-based opt-in capability that forms new operator/partner revenue sharing opportunities. Privacy Control and Profile Management creates an effective combination that attracts partnering vendors and allows them to create targeted campaigns based on the user profiles of a loyal subscriber base. For example, Phillip receives a message that offers extra airtime in exchange for promotions from the cinema. He opts-in and the next time Phillip passes a theatre, he receives a coupon. Captivate your subscribers with a personalized rewards experience and watch your revenues grow.

Work smarter, not harder

Businesses spend valuable time identifying problems that affect work efficiency, but without the right tools their resources are ineffective. Fleet management lets you operate profitably by working efficiently. Imagine saving money by viewing each team member's location to re-route up to the minute logistics or increase productivity by accessing employee availability so as soon as the meeting is out they can be redirected immediately. Give enterprise customers the control to manage teams more effectively through availability management policies configurable at the departmental level. UPS takes Fleet management efficiency to the next level.

For more information, visit www.redknee.com or email contact@redknee.com.