

# SYBASE | 365™

MOBILE SERVICES

## OVERVIEW SHEET

Sybase 365's Brand + Content Services feature Web-based, easy-to-use intuitive application interfaces for setting up and managing mobile services and content, including SMS, MMS, WAP/GPRS, and Javabased applications.



**Reporting + Analysis**

Sybase 365 offers comprehensive reporting that enables our customers to view statistics in table and graph formats, including lists of winners, eligible entrants, all entrants, and unique users.

**Available Services**

**Voting - used by major broadcasting companies for inbound voting**

Voting enables the creation of voting and opinion services. Features include: intelligent keyword matching when words are spelled incorrectly; APIs that integrate SMS voting with Web or IVR, including publishing voting results to a billboard, Website, or TV screen; and random selections.

**Alerts + Information-on-Demand - to distribute horoscopes, jokes, ringtones, and more**

Services enable the scheduling of content delivery from publishing companies to their subscribers, including support for recurring conditions. This can also be used for simple "pull" (info-ondemand) services, such as jokes.

**Message Moderator - used by radio and TV stations**

Moderator enables messages to be sent to an inbox (i.e., raw messages). Messages can then be saved and/or published to a third-party interface.

**Broadcast - for mobile marketing campaigns**

This application facilitates the broadcasting and sending of SMS messages with expiration times, scheduling, MT pricing, and TPOA, that changes the originating number to words (or a different number) for marketing purposes.

**Trivia - facilitates mobile trivia games**

Competitions can be run on-pack and in print, and enable consumers to participate via SMS. When the participant texts in a keyword, the service returns a question. The application supports competition and/or elimination modes, adding fun and interaction.

**Competitions - advertised on-pack, on air, or in print**

This instant win application immediately informs participants whether their answer is correct or incorrect, and enters them into a prize draw, if the competition dictates that result. Multiple prize tiers can be set, and winners selected, based on probability (every ninth entry, for example) or based on a specific moment in time.

**Coupon Generator - for redemptions or micro-billing and access to Websites**

Two types of applications are available. The first sends a unique coupon back to the participant, enabling a prize claim or access to a Website. The second involves texting in a unique code, and the participant is then informed of whether or not they have won a prize. Coupons can be generated by the application or imported from a database.

**Global Benefits**

**Reporting + Analytics**

Sybase 365 offers robust reporting that provides vital ROI feedback from your mobile marketing activities. Our reporting and analytics tools enable customers to track volumes and analyze trends and data-flow changes in real-time.

**Global Billing + Settlement**

With connections to more than 700 mobile operators worldwide—including more than 125 direct Premium SMS (PSMS) billing connections—no other company can offer more comprehensive billing and settlement in more global currencies. Whether you need to enable direct transactions via PSMS or to payment via WAP portals, Sybase 365 can help make it a reality.

**Global Reach**

Sybase 365 reaches more than 2.2 billion mobile users globally—more than 3/4 of the world's mobile subscriber base. Our services are deliverable via SMS and MMS, across all network standards and handset capabilities. This enables us to offer our brand and content customers ultimate flexibility in customer interaction.