

Brand + Content Services



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.

Sybase 365 is the #1 provider of mobile services for media and entertainment brands, content providers, marketers, and agencies. Processing more than 6 billion messages every month, Sybase 365 offers customers great flexibility in creating mobile marketing campaigns.

Sybase 365 offers:

- Operator-grade network reliability
- #1 in global reach, with access to more than 700 mobile operators around the world— 3/4 of the world's mobile subscribers
- A sophisticated infrastructure featuring transcoding capabilities that traverse networks and handsets—without degrading message quality
- Global leader in billing and settlement capabilities
- Outstanding 24/7/365 customer support
- Local knowledge and expertise, with 22+ offices worldwide

Overview

Working with Mobile Marketers

Sybase 365 offers a full spectrum of services, solutions, and tools to mobile marketers— brands, agencies, content providers, online portals, sports leagues, and media and entertainment companies. No other mobile messaging company has both the creative experience and the technical expertise to help customers connect with their audiences. For both interactive campaigns and mobile content distribution, Sybase 365 works closely with customers. We draw upon our vast experience in markets in every part of the world to develop the right solutions. From global to local campaigns, we offer a portfolio of resources to mobilize your message using the most innovative and timely mobile solutions.

MMS 365

MMS 365 is a new content delivery gateway that sends and receives MMS from multiple sources. For MMS to reach mobile subscribers quickly and effectively, you need to use a platform with a proven track record for successfully delivering complex content, managing high traffic volumes, and providing seamless delivery to more than 700 global operators.

MMS 365 provides the perfect solution for content providers, marketers, and media companies to deliver MMS content directly to consumers' handsets. A Value Added Service Provider (VASP) connects to MMS 365 with a single connection to deliver offnet content to the wireless subscribers of operators connected to MMS 365. MMS 365 supports all popular types of rich content, including: graphics, audio, video, ringtones, wallpaper, alerts, and photos.

Application Management

Using Application Manager's user-friendly Web interfaces, non-technical customers can set up a wide range of mobile application services, such as voting campaigns, competitions, broadcasts, mobile alerts, and other mobile content services utilizing SMS, MMS, WAP/GPRS, and Java. Application Manager's suite of flexible, high-performance applications is distributed using Sybase 365's global distribution footprint, including over 100 premium SMS connections across Western Europe, Asia, and the Americas. This enables Sybase 365 customers to launch and monetize compelling, interactive campaigns and mobile content at short notice.

Content Management

Content Manager is a global content management solution. Connected to the operator grade Sybase 365 network, Content Manager facilitates the delivery and settlement of mobile transactions around the world in hundreds of currencies. Content Manager enables content providers to aggregate content on a global basis, centralize content management activities within a single hosted environment, and build "channels to market" via Web and WAP storefronts. Content Manager storefronts enable merchants to regionalize the presentation, delivery, and billing of mobile content.



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.