

Acision Cloud - Personalised Messaging for Enterprise

Rapid access to personalised messaging services for the enterprise and a mobilised workforce

Acision has long been recognised as a leader in mobile messaging and data services, particularly in mobile services enablement. Now, as the enterprise segment undergoes a rapid evolution toward workforce mobilisation, Acision demonstrates a leadership role by bringing to the enterprise customer services that mobile network operators have deployed for years only now optimised for cloud based delivery. This Software-as-a-Service (SaaS) model provides immediate value to the enterprise by enabling them to quickly respond to mobilisation demands with communication services that provide real value to the organisation.

Enterprise Benefits:

- Messaging Services optimised for the Enterprise and delivered via the cloud
- Improve customer intimacy or employee satisfaction
- Improve supply chain efficiencies
- Reduce perceived or actual legal exposure and liability
- Reduce cost of deploying enterprise services
- Services can be deployed 5X faster than with traditional models
- Offload up to 80% of the hidden product lifecycle costs such as monitoring, support, upgrades and maintenance

Acision Cloud Services Store

Acision has created a complete services store providing the enterprise with access to a broad range of on-demand services previously only available to telecommunications industry. The Cloud Services Store offers distinct services available for delivery via the cloud enabling the enterprise customer to capitalise on existing customer or staff behaviours to deliver real value to their business.

The Acision Cloud Services Store is populated with a library of Messaging Services optimised for cloud delivery. This initial library of services include Group Messaging, Auto-Reply, Auto-Signature, Message Copy, Personalised Black / White list, Distribution List, Multi-SIM, Alias and Divert.

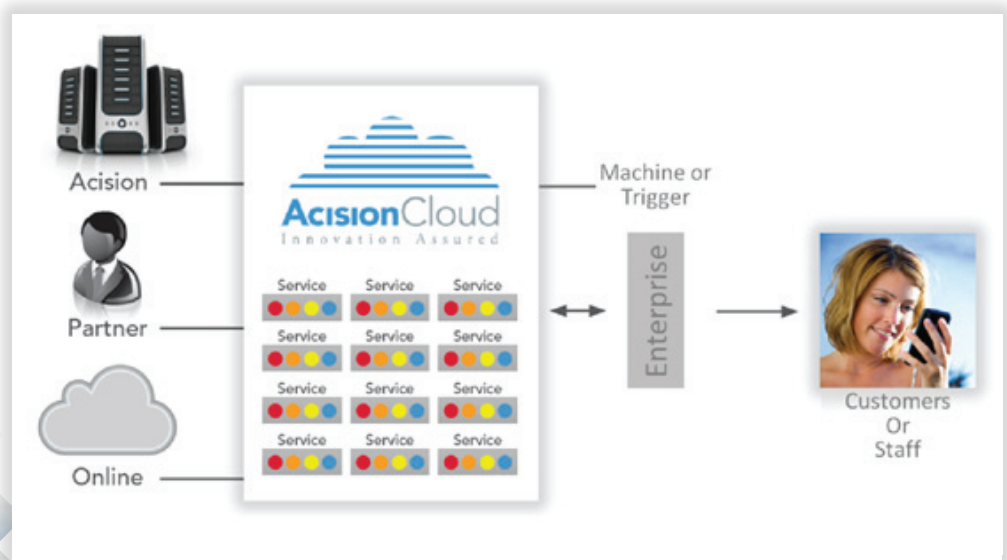


Figure 1 Acision Cloud Services Store



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Services Highlights	Description	Enterprise Application
Group Messaging	Enables the set up and easy exchange of messages within groups of people	Can be configured to follow team or workgroup structures facilitating efficient communications via mobile
Auto-Reply	Enables configuration of pre-set, auto-reply messages (e.g.Out of Office)	May be used by the enterprise to improve the professionalism of the communications stream in similar fashion as email behavior
Auto-Signature	Enables configuration of distinct, sender specific, signatures to bottom of outgoing messages	Configurable to include legal caveats related to organisational communications or used to support current branding and promotional campaigns in similar fashion as auto appended email behaviour
Message Copy	Enables message archiving, central message storage or copying SMS to secondary device as needed	Adds one of the missing components (SMS) required for a complete organisational communications archive program
Personalised Black / White list	Support staff specific Black / White list functionality enabling selective control of communication with others	May be used to restrict inbound or outbound communications as needed to protect intellectual property or employee security
Distribution List	Forward messages to multiple (configured) recipients	Rapid and reliable communication via SMS to the entire organisation or preset groups
Multi-SIM	Enable the use of multiple devices (tablets, dongles etc.) to send SMS, with a unified identity	Allows the enterprise to capitalise on the organisational popularity of using multiple devices
Alias	Controls the origination address presented to receiver with a nickname or custom alias	May be used to improve professionalism or support organisational branding
Divert	Auto forward /divert all received messages to new device	Provides opportunity to recover messaging from lost devices, recent leavers or other employee related security issues

Benefits of Cloud Services: Fast, Reliable, Affordable and New

Acision's Cloud based Software as a Service (SaaS) model is a reliable way for the enterprise to address the move towards mobilisation and provide new services to the organisation many times faster than with regular deployment methods. The enterprise has the ability to respond quickly and efficiently to the evolving needs of the organisation that capitalise on existing communication habits of staff at the same time. Acision's Cloud Services are independent of the enterprise's network, and up to 80% of the hidden product lifecycle costs such as monitoring, support, upgrades and maintenance are completely eliminated.

Acision Cloud Services provide the opportunity for an enterprise to assess the viability of services by testing with a selected group of users and gauging the result using Acision's complete KPI reporting and service intelligence reporting. If the service proves successful, scaling is simple and easy. These elements all combined provide the enterprise with significant advantages over traditional deployment models such as In-Network or Hosted Services.

Complete Operational Support: Quality of Experience as expected

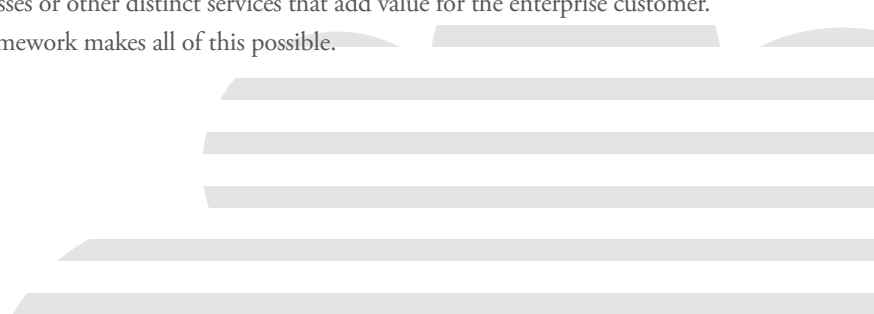
Acision's Cloud Services features 24/7 monitoring and support from a dedicated Network Operations Center providing high level reliability without the associated costs. Reporting is provided for each service at established intervals and includes standard SLA data plus subscriber service utilisation and statistics for business intelligence. Acision Cloud Services includes a standard Web-GUI for relevant provisioning and service administration for different user types such as operator admin, customer care admin and end user subscriber. This Web-GUI may be branded for the enterprise with specific logos, fonts and colour schemes. The Acision Cloud Platform generates CSV event records for service invocation with event record files stored in client dedicated sectors for retrieval via SFTP if event log reports or billing needs to occur.

Further evolution and continuous enhancement of services offering

The rapid development framework Acision uses to populate the services store also enables the creation of a completely new range of on-demand services for the enterprise. This is possible due to exposing the core capabilities of each product in a common application framework where they may be rapidly manipulated and customised in combination with external capabilities to create distinct new services.

For example, the Multi-Media channel on a mobile handset may be used for business purposes where delivery or interaction with images, video or other files may be highly valuable. In the enterprise services scenario this may include capturing security camera images that are automatically delivered to the facilities team or server log files being broadcast to the IT team in the event of a service outage.

Other examples of enterprise services in development for cloud delivery include automated scheduling, appointment reminders, shift fulfillment, mobile ticketing, voting/polling via mobile, public safety broadcasts, staff or patient monitoring, device management, transaction alerts, mobilising workflow processes or other distinct services that add value for the enterprise customer. The rapid development framework makes all of this possible.



Acision brings a unique opportunity for operators to capitalise on the currently evolving requirements of the Enterprise market

Acision's Cloud Services provide enterprise customers with a short cut to new service offerings that address the evolution towards workforce mobilisation.

Based on its unparalleled experience in messaging, Acision is uniquely equipped to provide the enterprise with a solid business proposition with cloud based services. Acision's proven products and services, experienced people and service innovation allows organisations to meet the challenges in today's evolving business environment. Acision is at the heart of its customers' strategic business services, working together to achieve profitable and sustainable growth. Acision's recognised expertise extends across a portfolio of propositions, products and services and is based upon a global track record, business insight and leading edge technology platform.

For more information

To contact your nearest regional office, please visit our website or email: cloud@acision.com

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