



The Evolving Mobile Messaging Ecosystem and Creating Service Value

The current mobile landscape has changed significantly over the last few years, with progressively faster networks, smarter devices and advancing technical innovation being the catalyst for the launch and adoption of many new services and applications.

With this, the dynamics of the mobile messaging ecosystem have changed radically, and a profusion of new IP, over the top (OTT) and social network messaging services are penetrating the industry, taking both mind and market share. While research forecasts that global mobile messaging revenues are expected to grow from \$143.6 billion (2011) to \$195.9 billion by 2016, representing a compound annual growth rate of 6% (ref. Informa Telecom & Media), messaging traffic from the expanse of services is likely to double over the next three years.

Remaining relevant and at the forefront of tomorrow's messaging services in today's fast paced, services-orientated world is a challenge for all players. To survive means to carve out a niche role in messaging, delivering services and solutions which are a step ahead of the rest that can be efficiently deployed and successfully monetised. Acision's customers are now preparing to launch more IP-based services and deliver these via the cloud.

To support our customers through the messaging lifecycle, while guiding them through the transition from in-network based services to IP and cloud delivery models, Acision Global Services has launched a catalogue of value based products and services to address our customers lifecycle needs. From Deployment to Professional Services to Support, Acision's Global Services portfolio can ensure our customers can create additional value from traditional messaging services while successfully delivering and creating value from next generation, IP-based messaging services which enrich the user experience and create loyalty. Providing services for today's, tomorrow's and future networks, Acision ensure seamless delivery providing new opportunities for operators and enterprises to connect the world.

Acision Global Services: Value Creation

Acision Global Services: Provides a range of services to support Acision's customers throughout the entire messaging lifecycle - from early design phases through to end-of-life management and migration towards next generation technology and services.

Value Creation: For all stages of the lifecycle, Acision offers competitive value-add services, modular service packages and premium Professional Services delivered by Acision's Global Services experts.

Addressing Customer Requirements:

Providing maximum Return On Investment (ROI)

- Improved efficiency
- Reduced OPEX
- Competitive differentiation
- Rapid optimisation of end user services and network

More flexibility

- À la carte service menus
- A wider choice of services

Increased reliability

- Predictable service performance
- More proactive services
- Safeguarding end user loyalty – protecting revenue and end users data and identify integrity
- Reduce time to market

Improved collaboration

- Recommend partners to help them evolve next generation IP based networks
- Help in identifying revenue generation opportunities

Key Benefits:

- Value based offering across the entire services lifecycle – covering Design, Delivery, Integration, Operation and Maintenance and Enhancement cycles
- Dedicated global pool of highly talented resources to support all business needs
- Different pricing for standard and value added offering that address ROI and OPEX challenges
- Operators can differentiate their services while generating revenue and experiencing cost optimisation
- High availability and reliability
- Wide variety of services, tailored to meet customer specific requirements, ranging from:
 - In-network to purely cloud based offering
 - 24x7 remote support to fully managed services offering
 - Remote deployment to fully on-site deployments



Acision Global Services: Deployment

Acision offers value-based deployment services to deliver Acision's products and solutions in the customer's network and via the cloud. Deployment options are as follows:

- **Standard Deployment Bundle:** With a standard deployment package Acision will install and configure Acision's products. This will include staging, pre-install, shipping, project/program management, integration and configuration.
- **Enhanced Deployment Modules:** Optionally by taking enhanced deployment modules Acision can offer a range of services to meet customer specific demands including
 - Migration services
 - System integration services to integrate Acision's with the customers network, OSS/BSS and billing elements

Acision Global Services: Support

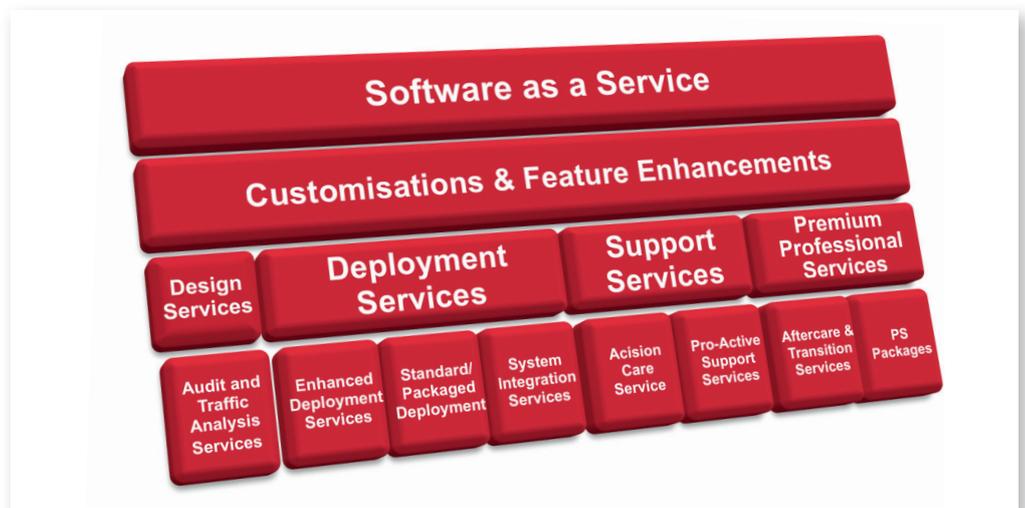
Acision offers value-based support services providing customers with ongoing operations and maintenance of Acision's solutions. This is provided as a multi-tier offering:

- **Acision Support Care Service:** This covers basic 8/5 support, stretching to full 24/7 emergency support with round the clock escalation management, dependent on the customer requirements.
- **Enhanced Solution Support Services:** This offers a wider range of modules that extend the services offering which includes access to solution expertise and additional services such as:
 - Preventive maintenance services
 - On-site support
 - Dedicated solution management
 - System and application health checks
- **Proactive Support Services:** This offers an advanced range of modules including:
 - On-site consultancy services for advance troubleshooting and analyses
 - Event support (New Year, Christmas, Ramadan, Eid, Diwali)
 - Remote monitoring and remote operations services
 - Recovery services
 - Mission critical services

Acision Global Services: Professional Services

Acision's Professional Services catalogue offers a range of value-based services to support the customer throughout the lifecycle including:

- **Design services:** from; 'out-of-the box' up to bespoke tailored services to design deliver and support Acision's solutions
- **Catalogue of packaged and on-demand Professional Services:** services such as Network Spam & Fraud Control to Business Intelligence reporting
- **System integration and T&M consultancy services**
- **Customisations and enhancements:** services which enhance Acision's solutions to meet customer demands for branding, localisation, functional enhancements, interface adaptation and billing & protocol conversion
- **Software as a Service:** Acision's on-demand services delivered through Acision Cloud



Why Acision Global Services

As experts in deploying messaging solutions for over 20 years', Acision has a deep understanding of the mobile messaging ecosystem. Our experienced global services team, can provides a range of services to support our customers throughout the entire messaging lifecycle - from early design phases through to end-of-life management and migration towards next generation technology and services. The services we offer across deployment, support and professional services are very much tailored to create value and better utilise Acision platforms deployed at the customer network or in the cloud. Our approach ensures we can deliver best in class services at lower costs and with maximum return for the customer.

About Acision

As the global leader in mobile messaging, Acision connects the world by powering relevant, seamless messaging services, which enrich the mobile communications experience and create new opportunities for carriers and enterprises across the world.

Acision's proven products and services, experienced people and service innovation allows organisations to meet the challenges in today's converging telecommunications market. 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: contact@acision.com

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