

Analysts estimate the direct-to-consumer mobile market to exceed \$4 billion in North America alone by 2010.\* Now is the time for content retailers to capitalize on the tremendous opportunity provided by a powerful mobile media channel.

*\*Source: The Yankee Group*

### OpenMarket Helps DMD Mobile Maximize Direct-to-Consumer Mobile Commerce Business

#### DMD Mobile

DMD Mobile Holdings, Inc. is a leading provider of mobile technology and mobile media for the off-portal consumer wireless market in North America. Leveraging text messaging (SMS), premium messaging (PSMS) and multimedia messaging (MMS), DMD Mobile helps both print and online publishing companies to identify opportunities from new and established assets in order to offer compelling mobile content and applications directly to consumers.

Using the dynamic, plug and play DMD Mobile platform, publishing companies, magazines, online media brands, newspapers and other print media can unlock new mobile revenue streams, extend their brand and engage mobile-enabled readers between publications. Services include compelling branded text messages from the pages of the magazine (recipes, “go green” tips), video messages, branded images, wallpaper, games, ringtones, mobile blogging and mobile chat—all of which DMD Mobile can distribute directly to consumers and bill directly to a user’s cell phone, through its connections with more than 98 percent of the network operators in North America.

#### Business Challenges

In the fast moving mobile content market, it is paramount to work with a mobile messaging aggregator that has established relationships with network operators. Since DMD Mobile’s successful business is built on premium messaging, the company needed to have transparency during the payment settling process, as well as the ability to quickly and efficiently communicate with network operators to resolve issues.

Dissatisfied with the service levels and unsatisfactory network operator relationships of its existing mobile messaging aggregator, DMD Mobile sought a more transparent, flexible approach to distributing and publishing mobile content directly to consumers. They turned to OpenMarket for the answer. OpenMarket is a subsidiary business unit of Amdocs, Digital Commerce Division, and maintains a strong relationship with Qpass, a recognized leader in the digital commerce market with extensive relationships with major network operators and expertise in providing financial-grade solutions for mobile commerce.

#### OpenMarket Solution

DMD Mobile selected OpenMarket for its innovative approach to mobile commerce, competitive pricing, highly reliable service levels, and broad connectivity to all leading network operators, which enabled DMD Mobile to reach its target customer base.

Early access to new mobile technologies was another important factor in DMD Mobile’s choice. Shortly after migrating the majority of its messaging traffic to OpenMarket, DMD Mobile was the first third-party company, invited by a major network operator servicing the East Coast region, to successfully launch MMS. With reliable MMS capability, DMD Mobile expanded its product portfolio by delivering an exciting, multimedia-rich experience to its clients’ readership base. In the coming year, OpenMarket is executing an aggressive plan to launch MMS on the top US network operators. DMD Mobile expects to keep pace, which will greatly increase the MMS addressable market for DMD Mobile’s publishing clients.

Switching to OpenMarket also provided DMD Mobile with a profound increase in professional support from OpenMarket’s highly skilled account and engineering teams. “OpenMarket’s industry knowledge, broad technical understanding and close relationships with network operators helped us to communicate our concerns directly and gain quick resolution,” says Martin Tannerfors, co-founder and COO, DMD Mobile.

“With OpenMarket, DMD Mobile now has clearer visibility into network operator financial settlements, the ability to reach a broader audience with advanced multimedia messaging capabilities, and a solid partner to evolve our mobile products for continued growth.”

**Martin Tannerfors**

Co-founder and COO

DMD Mobile

## **Business Results**

DMD Mobile's partnership with OpenMarket simplified and improved the administrative and operational aspects of DMD Mobile's direct-to-consumer mobile commerce business—and delivered powerful results.

In the six months since migration, DMD Mobile increased its mobile content revenue by an impressive 25 percent and reduced customer refunds by 10 percent. In addition, OpenMarket's consistent service reliability and ability to help DMD Mobile address network operator issues and policy changes improved the efficiency of DMD Mobile's development team and its mobile platform by 50 percent. As a result, DMD Mobile reduced its development costs and accelerated time to market for new mobile programs and network operators.

Most importantly, OpenMarket's access to newly available and advanced technologies like MMS helped DMD Mobile form a competitive and feature-rich product portfolio for the publishing industry. “Enabling MMS through OpenMarket has made our clients' publications come alive on a mobile device,” says Tannerfors.

## **About OpenMarket**

OpenMarket is the only complete financial and messaging solution for mobile commerce and the service provider of choice for companies looking to reliably sell premium digital content directly to consumers. OpenMarket provides an innovative and powerful suite of on-demand services from a trusted industry expert enabling the largest consumer brands to high growth new ventures to rapidly and cost effectively leverage the mobile channel to market and promote their digital content offerings.

For more information, please visit [www.openmarket.com](http://www.openmarket.com) or contact +1.248.286.2800. OpenMarket is a subsidiary business of Amdocs, Digital Commerce Division.