

# OpenMarket™ Profile Services

Facts. Figures. Accuracy. Trust. Companies like yours have a huge opportunity to sell digital goods and services through the mobile channel. Successfully navigating today's market place requires having the most accurate and current information possible.

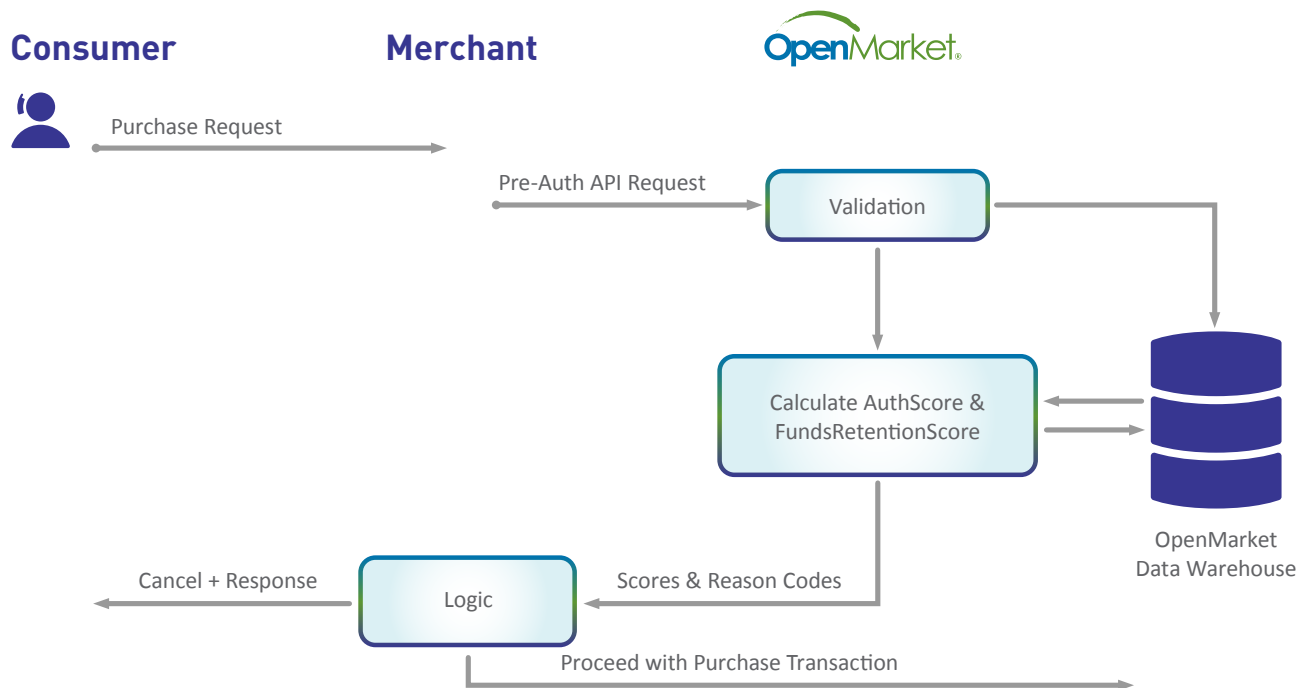
As a trusted mobile business partner, OpenMarket provides the most reliable mobile transaction network with cutting edge services that businesses need to accelerate success.

The OpenMarket Profile Services are a family of APIs that provide valuable information about mobile subscribers. These services enable you to make better business decisions around acquiring new customers, identifying a subscriber's network operator, assisting with content optimization, and targeting offers to specific mobile subscribers.

## Profile Services

### Pre-Authorization API

OpenMarket has developed the industry's first pre-authorization capabilities for higher transaction success rates and maximum profits. Our Pre-Authorization API is designed to provide you with a real-time look-up capability to better predict transaction processing success on mobile operator networks before delivering content to the consumer. The OpenMarket Pre-Authorization API returns an AuthScore™, which indicates the likelihood that a billing transaction will succeed, and a FundsRetentionScore™, which indicates the likelihood a refund will occur if the transaction was submitted and payment was received by your company.





### Number Profile Service

Number Profile Service provides real time device make and model information about a subscriber's phone number. Having device information allows you to optimize content and/or target services to specific handsets.

### Operator Lookup

Operator Lookup identifies the network operator for a particular mobile subscriber. Correctly identifying a subscriber's network operator is critical for routing messages properly.

### Location-Based Service (LBS)

LBS is an information and entertainment service that makes use of the geographical position of the mobile device. LBS can be used in a variety of contexts, such as health, work, and personal life scenarios. LBS services include identifying a location of a person or object, such as discovering the nearest banking cash machine, the whereabouts of a friend or employee, or the location of a parcel package. LBS can also include mobile commerce in the form of coupons or advertising directed at customers based on their current location.

OpenMarket provides exceptional mobile messaging and delivery services for your campaigns and applications on the largest, most reliable mobile transaction network. Our direct operator connections enable you to reach your target consumer base without having to manage several relationships along the way. With our comprehensive set of profile services, you can successfully run your mobile business by having the most accurate and current information possible. As a market leader and trusted business partner, OpenMarket enables you to reach the widest audience by customizing your offers to specific mobile subscribers.

## Get Started Today!

Are you looking for ways to boost sales and customer satisfaction? Start making money now by using OpenMarket's mobile payments solutions. Contact us at [sales@openmarket.com](mailto:sales@openmarket.com) and get started today!

### About OpenMarket

OpenMarket, a division of Amdocs, is a leading global mobile transaction hub. OpenMarket provides a comprehensive set of payment, messaging and emerging services to meet mobile business needs. From the largest consumer brands to the smallest new digital content ventures, OpenMarket empowers businesses to expand their marketing initiatives and strengthen customer relationships by leveraging the mobile channel. OpenMarket provides the most direct mobile operator connections in the US and UK markets today and has global expansion plans. For more information, please visit [www.openmarket.com](http://www.openmarket.com).

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