

OpenMarket™ Service Overview

Stability. Performance. Scalability. Trust. Whether you are new to the mobile channel or actively selling content and services, these are things you should expect from your mobile business partner.

As a market leader, OpenMarket is 100% focused on providing superior mobile payments and messaging services on the most reliable mobile transaction network. Our highly scalable platform with industry leading SLA provides standardized APIs across network operators, allowing you to launch richer, more personalized mobile applications and services to consumers across the globe. With technology, expertise, and a wide range of services, OpenMarket will power your mobile business.

Mobile Payments

- Premium SMS Billing
- WAP Billing
- Direct Billing
- Application Billing
- Pre-Authorization and Funds Retention Scoring
- Merchant-Initiated Refunds
- Factoring (FastPay)
- Mobile Crediting
- Credit Card Billing

Mobile Messaging

- Global SMS
 - Standard, Premium & FTEU
 - Bulk SMS
 - One-way & Interactive
- MMS
- Short Codes, Long Codes/Virtual Numbers
- SMS Advertising
- Push Notifications

Value-Added Services

- Application Platforms
 - Content Management
 - Chat & Customer Care
- Voice & Video Short Codes
- Video Chat
- IVR-Voice & Video
- Location API
- Operator Look-up API
- Subscriber Profile API
- Device Information
- Telephony Gateway

Mobile Payments

Regardless of your marketing and monetization strategy, the success of your mobile business ultimately depends on getting paid for your services. At its core, the OpenMarket platform was designed as a mobile-based financial transaction processing system, meaning we process your transactions accurately and on time. With our robust billing solutions, you can optimize the consumer purchase experience and be assured payment will be processed successfully – meaning more revenue for your business.

Mobile Messaging

Mobile is simply the fastest, most effective way to reach consumers. From SMS alerts, to MMS videos and the hottest social networking applications, OpenMarket is at the forefront of mobile technology. We lead the industry with the most direct operator connections in the U.S. and UK, enabling you to reach the most mobile subscribers without having to manage several relationships along the way. Whether you are a retailer, enterprise, consumer brand, agency, or developer, OpenMarket helps you launch targeted mobile programs that build brand awareness, enhance customer loyalty, increase response rates, and drive higher revenues.



Value-Added Services

Navigating the mobile channel can be a daunting task, and OpenMarket offers a flexible platform and custom solutions that simplify the process and accelerate your time to market. Our value-added services and market expertise allow you to quickly develop mobile programs, enhance your platform's efficiency and optimize the consumer experience.

Online Management Tools & Reporting

Your consumers expect instant access from any location – and so should you. OpenMarket offers a complete set of intuitive, online tools and reports to help you more effectively manage your mobile business.

With our online management tools and access to near real-time data, you can:

- Launch, modify and review mobile programs
- Monitor content delivery and reduce failure rates through direct visibility to customer transactions
- Access critical messaging and financial reports with sales and transaction data of your programs
- Submit support requests at any time

The OpenMarket Advantage

Superior Network Reliability

- Demonstrated 99.9% availability backed by monthly uptime reports
- Network, service and operator connectivity redundancy
- Scalable infrastructure to support aggressive growth

Innovative Products & Technology

- Direct operator connections in the U.S., UK and other geographic regions
- Standardized APIs through one global transaction hub
- Advanced mobile services such as MMS, SMS, WAP, advertising, location, IVR, and mobile crediting

Robust Value-added Services

- Global SMS, MMS and payment solutions
- Advanced mobile payments such as WAP billing, direct billing and mobile crediting services
- Hosted application platforms, IVR services, telephony and video services, location APIs, operator lookup APIs

Exceptional Customer Service

- Commitment to providing robust technical support services
- Support personnel dedicated to resolving issues quickly and efficiently
- Intranet site for real-time access to reports, resources and support portal

Broad Industry Expertise

- Extensive operator infrastructure and systems knowledge
- Heritage in operator-deployed mobile billing systems
- Off-deck market expertise with global market focus

Business & Financial Stability

- Backed by multi-billion dollar public company with published financials
- Deep, trusted relationships with U.S. and European operators
- Provide faster payments and reliable revenue predictability with OpenMarket's FastPay program

Get Started Today!

Are you looking for ways to boost sales and customer satisfaction? Start making money now by using OpenMarket for your mobile business needs. Contact us at sales@openmarket.com or **+1.877.277.2801** 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.

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