

OpenMarket™ WAP Billing Service

OpenMarket delivers a variety of mobile payment services on the most reliable and scalable mobile transaction network available. Our mobile billing solutions enable content providers, marketers, corporate enterprises, and mobile specialists to use the mobile phone as a billing mechanism and content delivery channel, generating revenue from the mobile channel efficiently and reliably.

THE WAP BILLING SERVICE

Mobile Web and WAP storefronts are becoming increasingly critical for content providers as more consumers access the mobile Internet. A successful mobile Web storefront hinges on providing a positive user experience and converting sales. OpenMarket WAP Billing provides you with the tools to do both.

With our WAP billing service, you can process payments quickly, reliably before your content is delivered to consumers – meaning lower care costs and higher purchase conversions. Consumers get a simpler, more consistent payment experience, which builds customer trust and loyalty in your business.

WITH WAP BILLING, YOU GET:

- Seamless, one-click payment without SMS
- Higher conversion rates and consumer satisfaction
- Billing confirmation before content delivery for better revenue predictability
- Customized WAP browsing experience for targeted marketing opportunities
- Stronger visibility and reputation in the marketplace
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CONSUMER BENEFITS INCLUDE:

- Familiar, Internet-like payment experience; no switching to SMS inbox
- Customized browsing experience with products and offers tailored to previous visits and purchases
- Fewer care calls and refund requests due to straightforward purchase experience

U.S. WAP BILLING FLOW



The diagram above outlines a simple one-click purchase in which a consumer does not need to key-in information or leave their WAP browser to complete a mobile content purchase.

MOBILE PAYMENTS EXPERTISE

The ultimate success of your mobile business hinges on one thing: getting paid for your services. The OpenMarket mobile transaction hub was designed and built as a mobile billing system at its core. That means we specialize in processing millions of payments accurately and reliably every day in order to maximize the success of your products.

Our WAP billing service offers simplified integration and allows your company to sell mobile content to a wider range of consumers, without using credit cards. And your customers enjoy a quick, convenient payment option that confirms their purchase with just one click.

Simply put, OpenMarket can help turn your mobile ideas into profitable ventures. OpenMarket is the go-to expert for mobile payments and mobile messaging and our experience will help you get to market quickly. Unlike other mobile solutions in the market today, we provide industry-standard APIs that work across all leading mobile operator networks to help ease your implementation efforts.

GET STARTED TODAY!

Are you looking for ways to boost sales and customer satisfaction? Start making money now by using OpenMarket WAP Billing for your mobile programs. 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.