

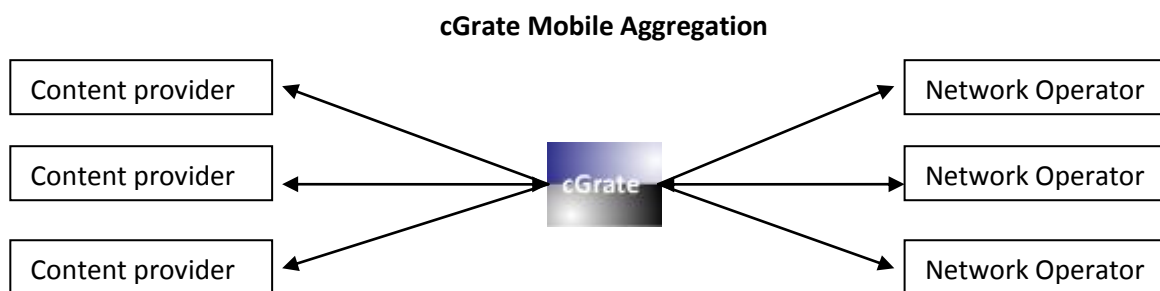


cGrate Mobile Aggregation

This document is meant to give a high level overview of cGrate's mobile aggregation to content providers, and how it can boost business, and client relations via the mobile channel.

What is mobile aggregation?

Mobile Aggregation: Simply put, this is the integration of a subset of your business functions into your local mobile network operators (MNOs) via one link, and through this one link you communicate with your clients via channels mediums like SMS and USSD.



cGrate provides a switch which connects mobile phone users to content providers, and allows content providers to provide m-commerce services like mobile marketing, mobile banking, and mobile advertising. cGrate switches content initiated by either the content provider or by the mobile subscriber via channel mediums such as SMS, and USSD.

Channels

SMS

It is common practice for big cooperates to communicate with customers via SMS-s, cGrate provides this vital link allowing content providers to send bulk sms-s to all local networks. If you constantly have to send promotional sms or notify your clients about activities on their accounts then you have to try the cGrate sms aggregation solutions. cGrate sms aggregation solutions minimize the MNO integration times and lets you focus on the core of your business. Our sms aggregation solutions also allow you to receive sms-s from your clients, something that is handy when running competitions or just desire to get some customer feedback.

Our clients can use our sms aggregation solutions through different ways:

- We can integrate into your systems,
- if you desire you can interface into our systems.
- or if you want a quick solution, you can load sms files into our systems

The sms is a very intuitive and ubiquitous mode of communication, and works on every phone regardless of make. It has become just as common as the ordinary phone call, and there is so much potential to use sms-s to engage with your clients.

USSD

Unstructured Supplementary Services Data (USSD), is a ubiquitous channel that allows mobile clients to access services using codes like *100#. USSD works on every phone, and is very intuitive with most customers being familiar with the channel from airtime recharge procedures.

USSD works by exposing text based menus, which mobile clients can traverse using digits, or to a less extent using short words. cGrate USSD aggregation supports content providers initiated USSD sessions, and user initiated USSD sessions.



Content providers can provide USSD services by building USSD menus, which can be accessed though different USSD codes supplied by cGrate. cGrate links content providers by either building USSD menus, or by exposing a USSD integration API which will give access to the local network's USSD services.

How can mobile aggregation help you?

Mobile Aggregation can help you:

- Stay in touch with your clients
- Run and drive promotions through the mobile channel
- Advertise via an effective mobile channel
- Create industry buzz
- Maintain competitive advantage
- Create, build, or maintain positive image
- Build new innovative m-commerce solutions

Why use cGrate Aggregation solutions

Customized integration solutions.

- cGrate has a wide range of integration APIs from which content providers can choose to integrate from. In cases where we don't support a preferred API, we are prepared to add a node to our aggregation switch to expose your preferred API.
- cGrate can also integrate into content providers systems, this is for those times where you would prefer we integrate into your existing systems, as opposed to you working with our APIs.



Reduce integration times

cGrate provides that one link into the MNOs for all channels, relieving content providers from negotiating with all networks and investing integration times into each and every network. cGrate provides that one point of entry into your local MNOs for all data bearer integration needs, this provides you with one external partner to assist in your:

- mobile technical support,
- mobile administrative support,
- and as mentioned above minimize system integration times.

How can you link up with cGrate mobile aggregation solutions?

Content provision covers a huge spectrum of content with unique integration needs, some very simple and straightforward with others complex. Because of this cGrate always engages with content providers so as to fully understand the proposed business model, the best integration methods and the most ideal channel. This scoping exercise is provided at no cost to the content provider, and is only conducted on content provider's approval.

Depending on the scoping exercise results, cGrate will issue recommendations and release the relevant integration APIs, or the content provider will release the relevant APIs to cGrate, and the integration begins. The integration process will involve building and testing of new components on both ends of the systems. Once the integration is complete you can enjoy the benefits of cGrate's aggregation solutions.