



agile technology to energize your business

Electronic Sales Management and Electronic Top-up Solution





Business requirements

Sales Management & eTopup Solution



- ❑ eTopUp solution
- ❑ Sales Network Management
- ❑ Marketing service logic, TopUp booster tools
- ❑ Multiple 3rd Party Integrations
- ❑ Multiple Interaction channels

Sales Management & eTopup Solution



- ❑ Services via Internet
- ❑ Self Care (Web, USSD, Mobile App)
- ❑ Loyalty incentives and TopUp Booster
- ❑ Extensive Reporting

Multiple interaction channels



- Web Interface and e-shop
- Mobile App
- USSD Front-end
- SMS



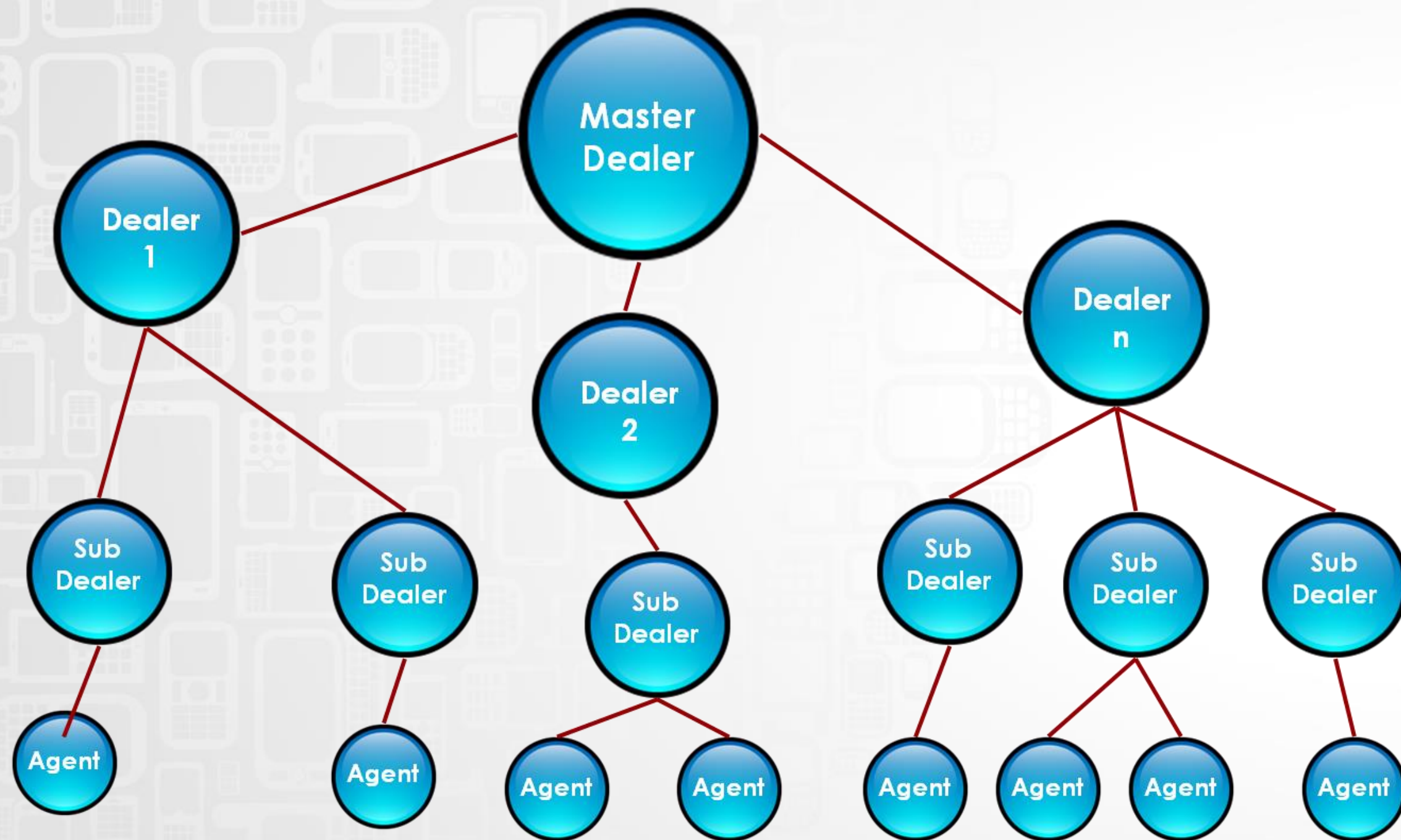
Product Features

Product Features



- ❑ Extensive control of Dealer's network
- ❑ Real time processing of transactions originated from various POS channels (web site, own shops, independent dealer, master dealer, etc.)
- ❑ Control of transactions based on country/region/city/PoS/amount etc.
- ❑ Real-time reaction and handling of events (no wait for reports to react)

Effective Sales Channels Management



Transactions Types



- ❑ Accounts' recharges
- ❑ Sale Activities at PoS
- ❑ Subscriptions statuses
- ❑ Tariff changes and adjustments
- ❑ Real-time transactions per channels; web, mobile apps, IVR, USSD
- ❑ And many more...

Web



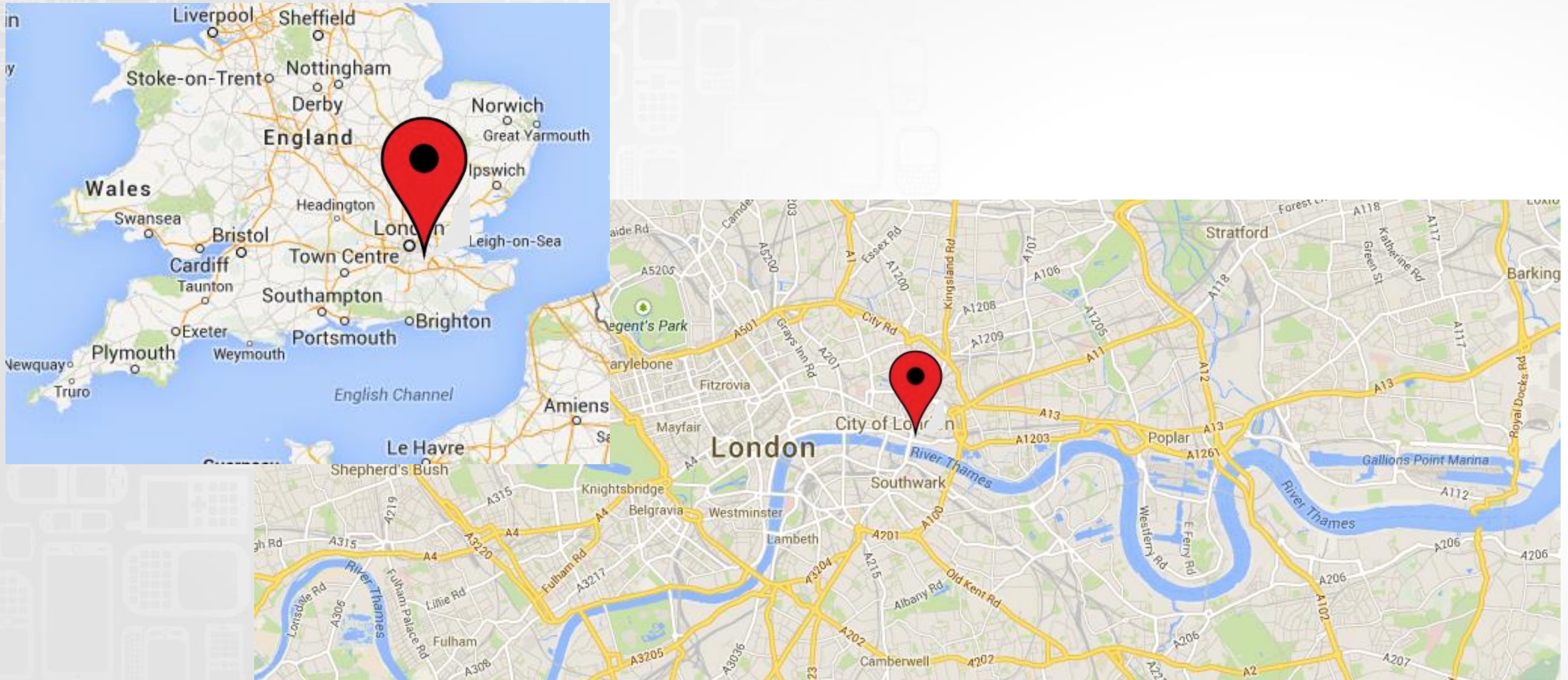
Mobile App



USSD/SMS



Regional specific features



Currency Allocation to Sales Network



- ✓ Periodic Automatic allocation
- ✓ On demand (ad-hoc amount allocation)

Sales Management & eTopup Solution Features



Commercial Sales Channel - Multiple levels

- Operator can define unlimited levels (Master Dealers, dealers etc.)
- Each level can have as much sub-levels as desired etc.

Multiple Roles Management

- Role properties are configurable (selection from a set of “tasks”)
- Each dealer is assigned any desired role

Commercial Policies

- Working hours/days per dealer
- Currency thresholds (per dealer): daily, weekly, bi-weekly, monthly, per top-up
- Commercial Policy can inherited to lower levels unless different specified
- Lower roles cannot have higher thresholds from the higher roles

Sales Management & eTopup Solution Features



❑ Integration with External Systems

- Interface ERPs
- Interface Commissioning systems
- Interface external payment systems
- Interface provisioning & core network systems

❑ Bonuses & Promotions

- SNM is able to allocate bonuses based on Amount/Tariff Plan/Subscriber
- Allocates bonus based on region
- Connects with external Offer Management System
- Managed via the User Interface

❑ Notifications

- SMS & E-mail notifications for Top-Up events, commercial policy etc.

Sales Management & eTopup Solution Features



☐ **Top Up Booster Tools**

A set of tools providing the ability to organize and manage TopUp booster campaigns with dynamic segmentation and messaging resulting to ARPU increase with higher top up amounts and higher top up frequency

☐ **Prizes and Incentives Provisioning**

Ability to provide points for different actions and reward/incentivize participants with instant win prizes or different prizes draws (hourly, daily, weekly, monthly). Each participant takes part in the relevant draws with all his points acquired in points eligibility period.

☐ **Ability to Develop and Operate Top Up Booster campaigns**

We can organize and run the Top Up booster campaign for you, providing detailed real time reporting and customer base insights

Sales Management & eTopup Solution Features



☐ **FB Messenger BOT for top-up**

FB Messenger BOT can be used by subscribers to top-up their account. As soon as they insert the MSISDN to top-up (could be a friend's or family one) and the e-scratch card code, the BOT will top-up the subscriber by using the SNM infrastructure.

☐ **Low-Balance automatic Bank re-load**

AVTU is the initiator for a low-balance subscriber (based on a limit the subscriber chooses) that will trigger an automatic top-up to its account by means of credit-card or Pay-pal account or bank account.



Secure transactions

Transactions are in secure mode irrelevant of channel (SSL).

Auditing

- All actions are logged both in ASCII log files and into the DB
- Logs can transferred if desired

Threat Protection

- MODSecurity installed which acts as an extra layer of OWASP protection against Internet/Intranet attacks

Fraud detection possibility

Fraud detection rules & alerts can applied if desired



Disaster Recovery

Real time replication and DR Software **decision** software.

Latest Technologies

- SUSE SLES 12 SP4 & HAWK Clustering management S/W
- MySQL 5.6
- Apache 2.4
- ModSecurity 3.0.2
- Java 8
- Spring MVC
- Thymeleaf
- Ajax based GUI
- Security proof by trustwave

Performance

Physical or VM support
High throughput



Reporting

Sales Network Reporting



- ☐ On demand from the GUI
- ☐ Exported from the GUI
- ☐ Scheduled automatic creation of customized reports
- ☐ Automatic submission of reports in CSV, TXT, PDF



Report types (indicative list) :

Transactions

Transactions per system
Transactions per dealer
Transactions per channel

Commissioning

Calculation of commissioning amounts per dealer

Top-ups

Total top-ups per period

Scheduled automatic creation
of customized reports
(TXT, CSV,PDF)

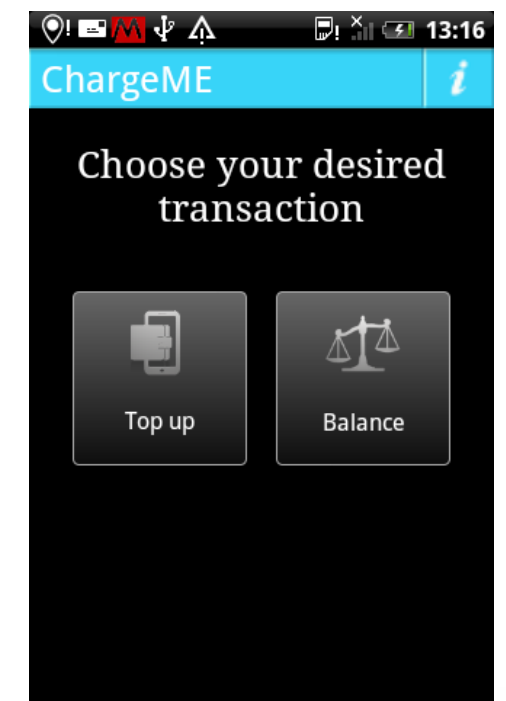
The background of the slide is a solid purple color. On the left side, there is a dense, overlapping pattern of various mobile phones in different shapes and sizes, all rendered in a lighter purple color. The phones are arranged in a way that they appear to be floating or scattered across the left half of the slide.

Mobile Channel

SNM Pos: Top-up and Dealer Management



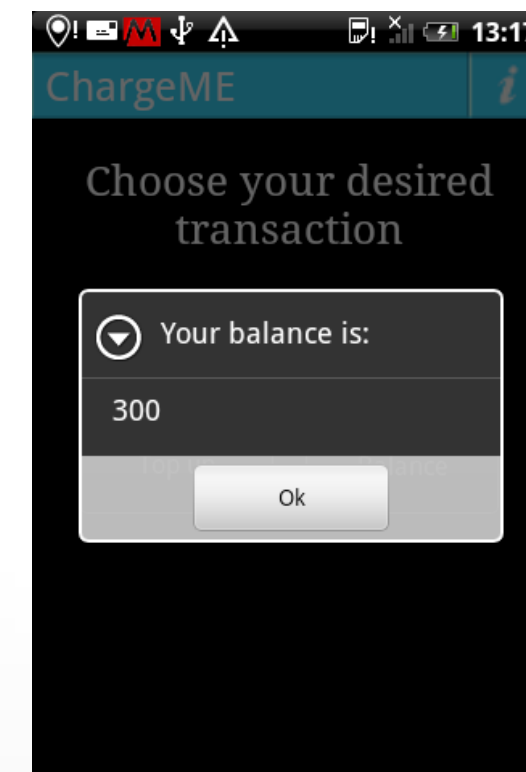
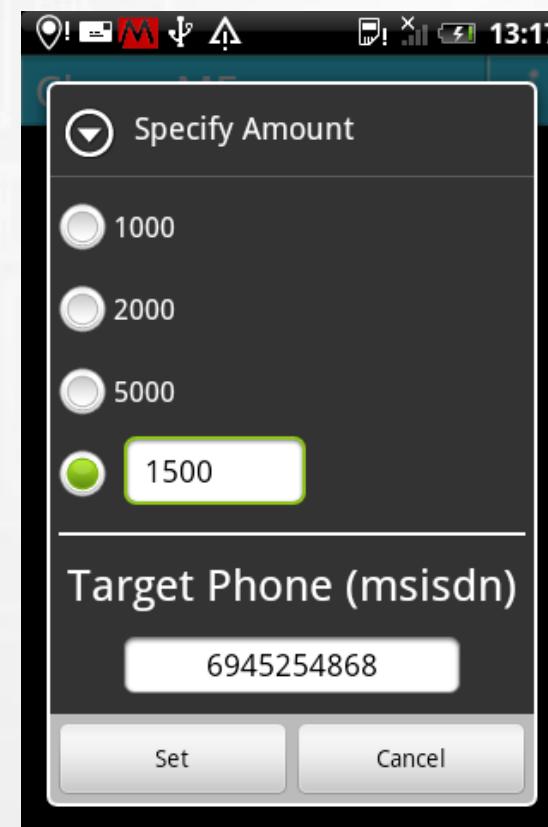
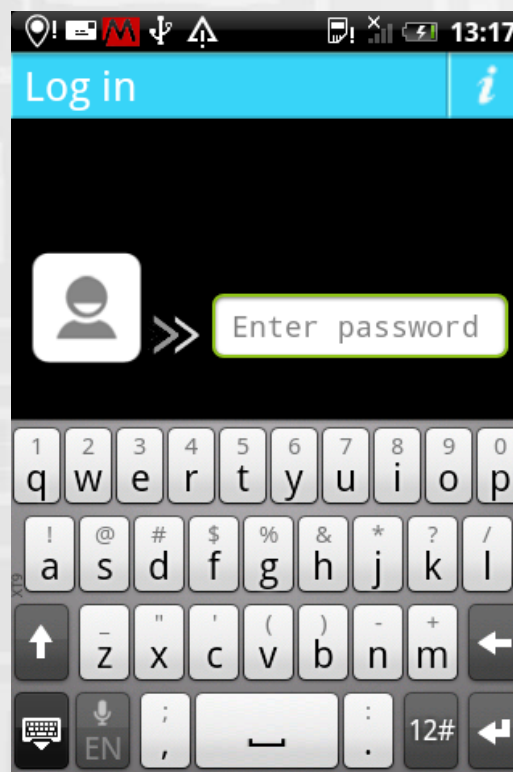
- ❑ Can be either a dedicated PoS or a Mobile App
- ❑ Allowed only via certified and authenticated dealers/POS
- ❑ Subscribers visits the PoS to top up
- ❑ Two devices are required: subscriber's phone and the PoS's



SNM Pos: Mobile-App: Top-up and Dealer Management



A certified dealer is a 3rd party POS which can perform top-ups.



Supported mobile platforms



Thank you!

