

SmartTrust ® Adwise™
Subscriber friendly mobile
advertising platform



Giesecke & Devrient
Creating Confidence.

Mobile marketing for the masses

Tap into the revenue potential of mobile marketing. SmartTrust Advise enables you to distribute and manage marketing and branding messages to specific target groups of subscribers using non-intrusive methods on the handset. The interactive ads allow subscribers to respond instantly. Collection of statistics provides you and your advertisers with the knowledge of what messages and campaigns have best response rates.

The Challenge

Mobile marketing is a fast growing area that has attracted much attention. Many players are jockeying to claim a share of the potential revenue. Several solutions have surfaced to tap into this market. However, these are with limitations.

Some require clients to be downloaded and installed on the terminal. These clients are limited to a subset of your subscribers with specific handsets and generally require a data subscription for downloading and configuring the ads. Other solutions use SMS mass distribution. Most subscribers see mass distributed ads as spam which risks annoying and alienating them. This effect reduces the likelihood that they will accept the ads making this channel counter productive for delivering marketing messages.

Successful advertising requires that the right audience receive the right ad at the right time. Thus subscribers need to be targeted in a ubiquitous, yet flexible

manner by accurately defining target profiles. Ads need to be delivered and available for presentation when it best suits the subscriber. Delivery channels should be selected to optimize the impact of the messages to be delivered.

You then need to be able to follow up on the exposure and response rate for ads. Your ad partners will want to schedule several campaigns in parallel to the same subscriber target groups using multiple delivery channels to ensure maximize effect. These delivery channels should be selected to optimize viewing potential of the messages to be delivered.

The Solution

The SIM card is the ubiquitous platform under the control of you, the operator. Using it as the foundation for reaching all phones, independent of model enables you to add real value to the mobile marketing value chain. The SIM card, its mobile ad setup and OTA (Over-the-Air) ad updates are fully managed by you.

SmartTrust Advise is an operator-centric mobile advertising platform that reaches all subscribers concurrently in a uniform and consistent way, regardless of the handset model. It does not require a data subscription or any setup, installation or configuration by the subscriber.

It is built on top of the market leading OTA platform SmartTrust DP and SmartàLaCarte. It makes use of SmartTrust Wib technology for friendly subscriber dialogues. This synergy enables SmartTrust Advise to efficiently perform large-scale ad distribution and delivery to the entire subscriber base.

The intelligence and functionality of

the on-board Wib in the SIM enables non-intrusive ad display on subscribers' handsets. The large selection of ad channels allows you and your advertisers to bring messages ever closer to specific targeted subscribers in tune with how they use their handsets.

These channels for subscriber interaction allow event driven display of brand information and marketing messages. Some of the events that are supported include end of voice call and turning on the phone in a new roaming network. In addition, Advise can embed messages in other SmartàLaCarte applications and place your information on the background of the phone idle screen.

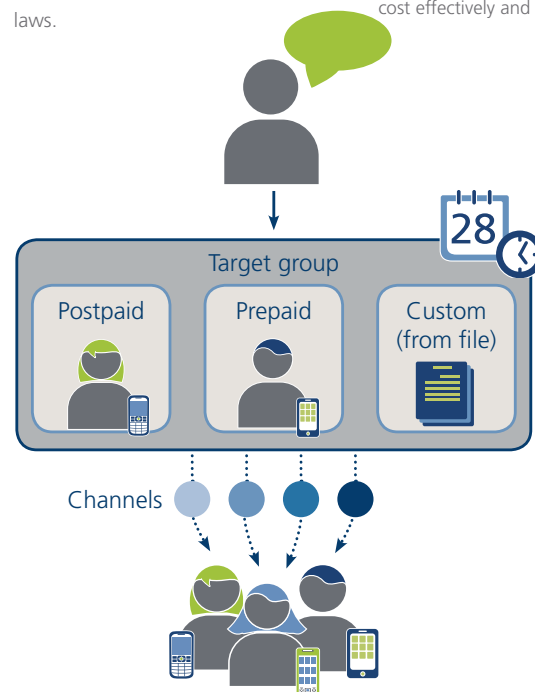
Advise provides mechanisms for filtering out target groups based on criteria provided from business support systems. A built-in subscriber opt-out option ensures compliance with national anti-spam and advertising laws.

Benefits

SmartTrust Advise provides you with an attractive tool to always be able to communicate with subscribers without interrupting them and reaching them regardless of handset type. The intelligence controlling the communication is in the subscribers' SIM cards - the single asset in the hands of the subscriber that you as an operator can fully control.

Advertisers benefit by being able to deliver messages to all handsets in your network - even those obtained from third party handset distributors.

SmartTrust Advise product puts you in a strong position to maximize revenue for mobile advertising unlike other solutions that provide only a delivery channel and do not influence the acceptance of the ads. The product enables you to take active part in the mobile marketing value chain and offer ad agencies a powerful tool to reach attractive target customers cost effectively and efficiently.



Features

- Ad display and response statistics
- Anti-spamming compliancy features
- Campaign scheduling
- Consistent ad display behavior
- Event driven display
- Iterative Ad campaign delivery
- Multi-role access control
- Multiple transports - Cell Broadcast and SMS
- Operator-centric
- Phone model independent
- Subscriber filtering on demographic data
- Supports deployed Wib cards
- Throttle-control
- User friendly Ad agency GUI interfaces
- Wide selection of ad display and insertion channels
- Builds upon the comprehensive SmartTrust TCR

Related SmartTrust Products and Services

SmartTrust DPT™

The OTA platform to manage all of the equipment in your subscribers' hands. With a full range of management tools, it supports your special needs for scalability, performance, reliability and interoperability. The cornerstone of the SmartTrust SIM and device management product portfolio.

SmartàLaCarte™

A turnkey solution for value added and operator centric services to the entire subscriber base through standard SIM cards. Simplifies application development and distribution while ensuring availability to all subscribers independent of handset model.

SmartInsight™

A product providing structured access to device, SIM and subscriber data. The data provides invaluable support for building campaigns and creating reports for intelligent decision support when selecting new services and applications.

SmartTrust Hosting™

A managed service option from Giesecke & Devrient allowing you to outsource the management of your SmartTrust software.

SmartTrust TCR Update Program™

A service from providing the very latest capabilities data of devices from over 300 vendors. The services updates the SmartTrust Terminal Capabilities Repository used by the SmartTrust products.



SmartTrust Advise™

User name Sign Out

Home Campaigns Target Groups Scheduling Reporting

Advise Overview

On-going campaigns

Name	Date	Status
KIT Kat Mail 2009 ID: 987654	4/6/2009 - 25/7/2009	Paused
Reinventing the magazine ID: 987655	5/6/2009 - 25/7/2009	Paused
Be the news ID: 987656	6/6/2009 - 25/7/2009	Stopped
Whopper sacrifice ID: 987657	7/6/2009 - 25/7/2009	On-going
Wish I could be true to myself ID: 987658	8/6/2009 - 25/7/2009	On-going

[View all campaigns](#) | [Create New Campaign](#)

Target Groups

Total	Postpaid	Prepaid
2,000,000	700,000	1,300,000

Name	Created	Subscribers
Postpaid - Platinum	22 Jul, 2009	1,500,200
Prepaid - Senior citizens	12 Jun, 2009	250,350
New subscribers august 2009	08 May, 2009	450,000
Prepaid - Teenages	05 May, 2009	2,000,000
IKEA - Members	02 May, 2009	1,000,000

[View all target groups](#) | [Create New Target group](#)

Scheduling

August 2009						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

■ KIT Kat Mail 2009
■ Be the news
■ Whopper sacrifice
■ Not available

Reporting

Whopper sacrifice	58.34%
Reinventing the magazine	80.34%
Be the news	24.23%
KIT Kat mail 2009	94.45%
Coca-cola Zero	10.20%

[View Report overview](#)

Giesecke & Devrient
Server Software and Services

Fredsborgsgatan 24,
Box 47154
SE-100 74 Stockholm
Sweden

Phone: +46 8 685 93 00

Fax: +46 8 685 65 30

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