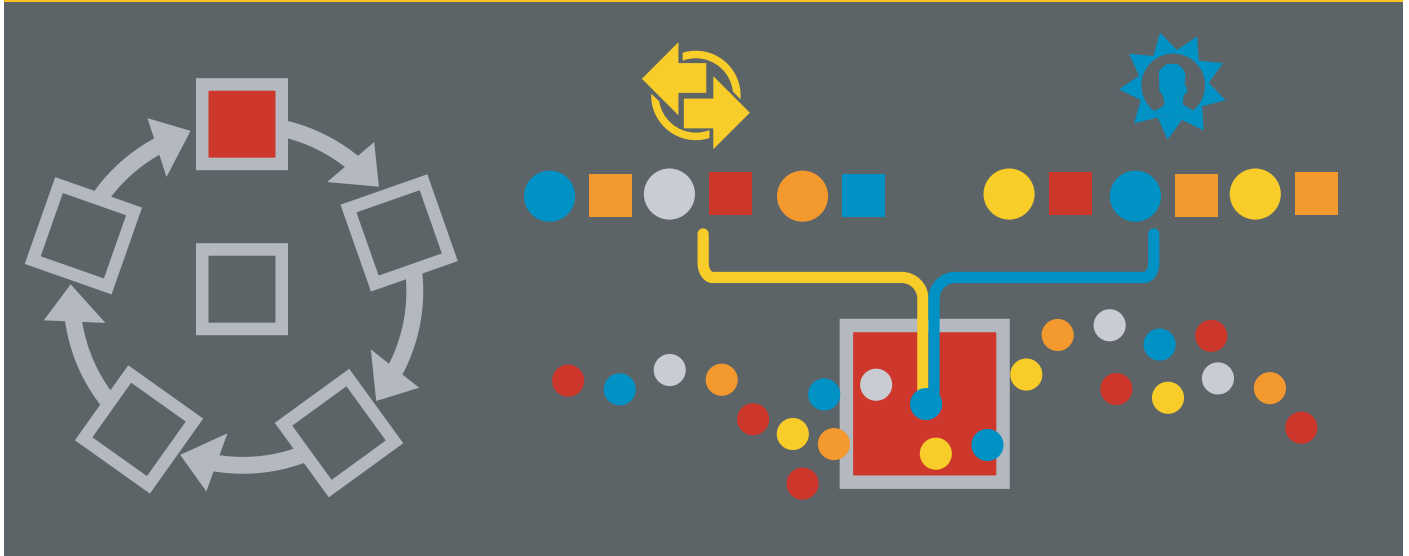


# Complete view of customer behavioural trends



Business Logic Systems helps global network mobile operators increase long-term subscriber profitability with business intelligence tools that build a complete view of customer activity.

Accurate, relevant data relating to customer use of network services is vital to the success of any mobile marketing campaign. A fast, flexible data staging tool is essential to support effective targeting, customer profiling and fully-automated marketing campaign processes.

**InTelestage™ Knowledge Base is a specialist data staging and data warehouse application. The product integrates customer usage data with campaign data to create a dynamic marketing data mart specifically designed for the telecom industry. It is capable of handling hundreds of millions of call records per day from multiple sources, in near real-time.**

## Data Integration

- Retrieving vast amounts of data from mobile operator platforms can be a difficult task. InTelestage™ Knowledge Base enables marketers to build, develop, update and manage data – and then to extract it at a moment's notice.
- Knowledge Base supports data loading for all leading industry-standard protocols to create a dynamic data mart that provides the corner-stone of targeted marketing campaigns.

## Knowledge is Power

When integrated with other modules in the InTelestage™ portfolio, Knowledge Base enables marketers to analyse vast amounts of customers very quickly to create:

- A complete view of customer behavioural trends.
- Analysis of detailed usage and behavioural patterns.
- Customer micro segments.

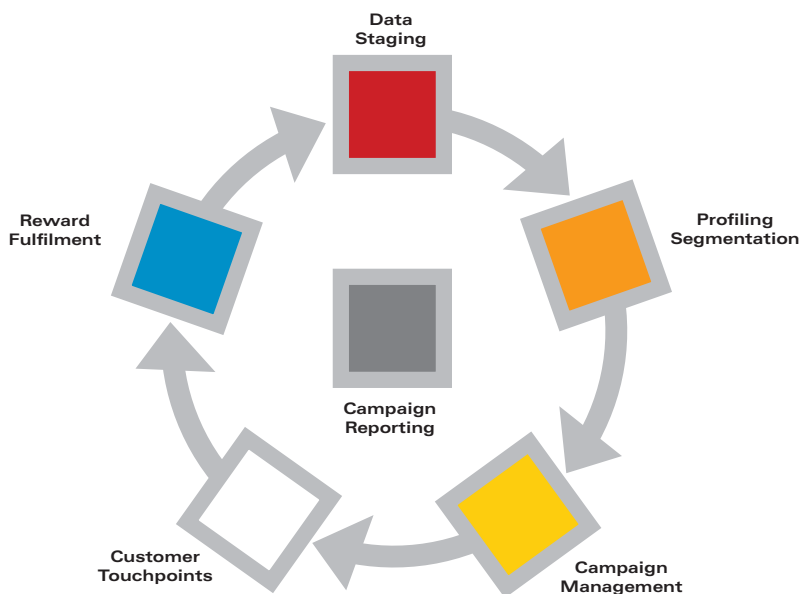
## Key Features:

- A fast, flexible data strategy tool that integrates network usage and campaign data to provide a complete view of customer behavioural trends.
- Capable of handling millions of call records from multiple sources; marketing teams can manipulate data without impacting operational systems.
- Allows marketers to rapidly respond to customer usage trends.
- Supports data loading based on industry- standard protocols including, ASCII files, BINARY files, ASN.1 BER Encoded files (roaming related) and OLE DB or ODBC database connections.
- Includes data loaders and transformation logic to efficiently load, validate, package and transfer data into the knowledge bases.
- Data loading is scheduled to ensure that there is no reduction in the efficiency of operational systems.
- InTelestage™ Knowledge Base is written in Microsoft® SQL Server 2005.

## About Knowledge Base

Knowledge Base is part of InTelestage™, the only customer lifecycle management software specifically designed for mobile operators. The InTelestage™ modules share a common software platform, based upon the latest Microsoft .net and service-oriented architecture (SOA). Open architecture enables easy integration with third party applications, helping mobile network operators to create fully-automated marketing processes that build long-term subscriber profitability.

When integrated with other modules from the InTelestage™ portfolio the intelligence gained from Knowledge Base allows marketers to automate highly-targeted interactive campaigns to micro-segments of the customer database.



## The Next Step

To find out more please contact our marketing team at [marketing@businesslogic.co.uk](mailto:marketing@businesslogic.co.uk)

To read more about InTelestage™ products and solutions or Business Logic Systems technology go to:

<http://www.businesslogicsystems.com>

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The registered office is 3B North Mill, Bridgefoot, Belper, Derbyshire, DE56 1YD.  
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