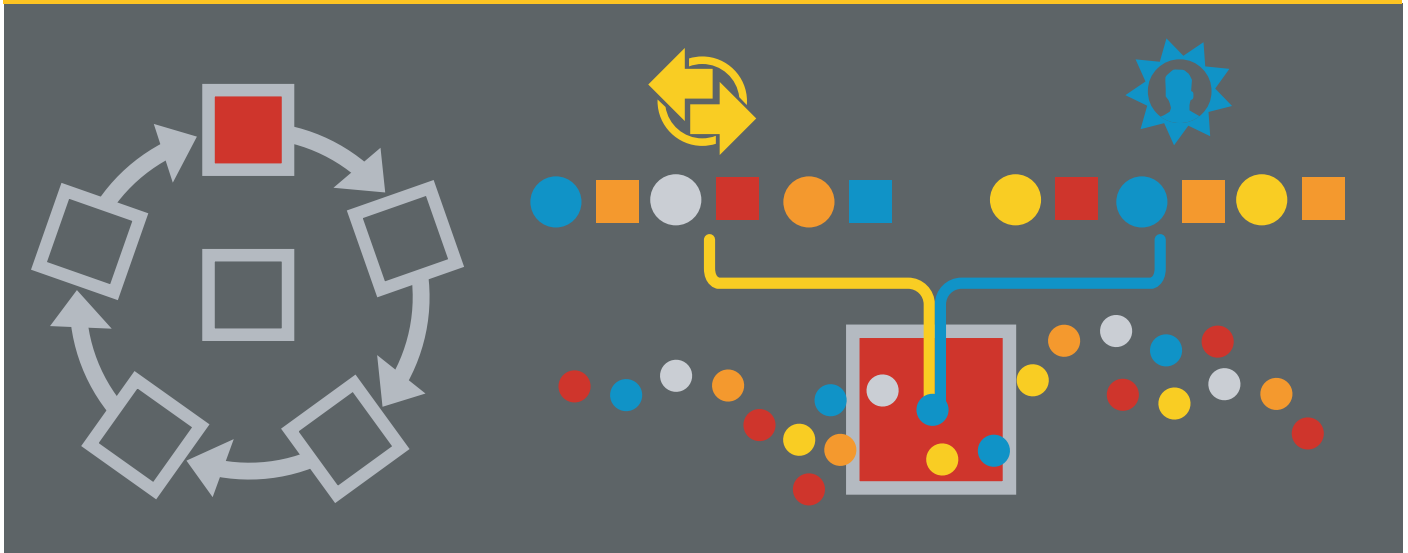


Accurate, timely data for personalised prepaid marketing offers



Business Logic Systems helps global network mobile operators to pro-actively manage their large prepaid subscriber bases in real-time.

Real-time response to subscriber events empowers operators to run automated campaigns that activate the base, increase frequency and value of top-ups and reward loyalty. Successful marketing campaigns require a fast, flexible data staging tool that can process millions of prepaid event records in real-time each and every day.

InTelestage™ Knowledge Base is a unique real-time prepaid marketing engine that turns millions of subscriber events into a “monitisable” asset for mobile operators. It integrates subscriber usage data with campaign data and can process millions of subscriber events records daily from multiple sources

Faster Access to Prepaid Data

Retrieving vast amounts of prepaid data from mobile operator platforms can be a difficult, costly and time-consuming task. InTelestage™ Knowledge Base enables marketers to connect to multiple data sources at speeds that generic data warehouse systems simply cannot match:

- Create a dynamic data mart that can connect to multiple data sources.
- Rapid easy interface to billing, prepaid, Value Added Service and subscriber support systems reduces integration cost.
- Designed to sit alongside your data warehouse and deliver the up-to-date usage data marketers need for daily campaigns in near real-time.

Competitive Advantage

When combined with other InTelestage™ modules Knowledge Base enables marketers to automate the end-to-end marketing process from recharge to rewarding a subscriber:

- Respond to subscriber triggers faster than your competition.
- Delight subscribers with timely and relevant offers, prompts, rewards and activations.

Key Features

- A fast, flexible data strategy tool that integrates network usage and campaign data to provide a complete view of subscriber behavioural trends.
- Daily and monthly standard aggregates include on-net and off-net service usage
- Independent of the IN and billing platforms; marketing teams can manipulate data without impacting operational systems.
- Capable of handling millions of subscriber event records from multiple sources;
- Supports data loading based on industry-standard protocols including, ASCII files, BINARY files and OLE DB or ODBC database connections.
- Data within the Knowledge Base may include:
 - CDR
 - EDR
 - Subscriber Data
 - Invoices files
 - System statistics and events
 - Recharge cards/vouchers data
- 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.
- Concurrently load multiple data streams and protect each one.
- Knowledge Base is written in Microsoft® SQL Server 2005. SQL Server 2005.

About Knowledge Base

Knowledge Base is part of InTelestage™, the only End-to-End Prepaid Campaign Lifecycle Toolkit for mobile operators. The InTelestage™ modules share a common software platform, based upon the latest Microsoft .net and service-oriented architecture (SOA). The open architecture enables easy integration with third party applications, helping mobile network operators to create fully-automated end-to-end marketing processes to increase subscriber lifetime value.

When integrated with other modules from the InTelestage™ portfolio, the intelligence gained from Knowledge Base empowers marketers to proactively manage their prepaid base and run fully-automated two-way subscriber campaigns in real-time that activate the base, stimulate top-ups and usage and reward loyalty.

The Next Step

To find out more please contact our marketing team at info@businesslogic.co.uk

To read more about InTelestage™ products and solutions or Business Logic Systems technology go to: <http://www.businesslogicsystems.com>

Business Logic Systems Limited is registered in England. Registered number 3536760.
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