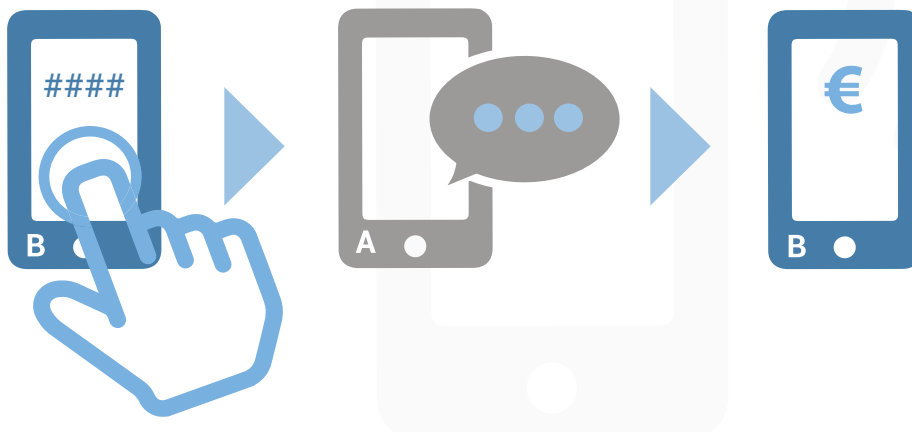iTONE

What is iTone?

iTone is a mobile marketing service which brings multiple benefits to Network operators, Advertising companies and Mobile users by using mobile network ring tone as a marketing media.

iTone is a completely new marketing media that provides direct mass marketing communication. The main advantage of iTone, compared to other mass marketing media, is that user concentrates on iTone content. The reason for this is that a user listening to iTone is in fact very focused because he or she is waiting for the dialled number to answer the call.

**The standard use case from a mobile user perspective is the following:**

1. User B starts iTone service for his/her mobile number by sending SMS with the text 'iToneStart' to a specified short code

2. When User A calls User B, instead of the standard network ring tone he or she hears iTone audio with short and direct marketing content (e.g. "Always Coca- Cola™!")

3. For each incoming call, User B is included in the revenue share model and his or her account will be recharged with a specified amount of money.

iTone allows a subscriber to define the type of ad that the person calling him or her will hear. Different iTone content can be associated with different times of the day, days of the week and callers.

Why iTone is needed on the market

Main drivers of the current market situation that support introduction of the iTone service are the following:
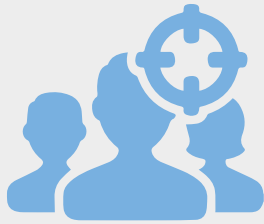
- **Strong competition in all segments of the market**

  Deregulation and anti-monopoly regulations combined, started a "war" for each customer in the market in which some of the main "weapons" are advertisements.

- **Customer acquisition becomes more expensive**

  Constant segmentation and increase of marketing channels (TV channels, radio stations, Internet, billboards, etc.) disperse potential customer attention and therefore reduce the effectiveness of advertisements. Thus, more and more investments in advertisements are required.

- **Customer loyalty is very important**

 To avoid expensive acquisition of new customers and to keep existing business stable.

- **Expanding business to existing customers**

  To generate bigger profit, more value added service are offered on top of the existing products/services. In that way ARPU (Average Revenue Per User) is increased.
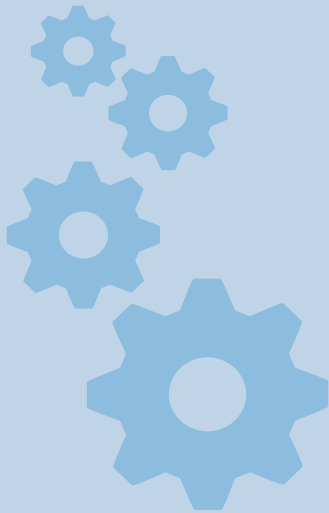
- **Profit is the King**

  More and more companies are listed or preparing to be listed on stock exchange, where the main indicator of company's performance is profit. Therefore, profit becomes the key concern for management boards all over the world.

inducta++
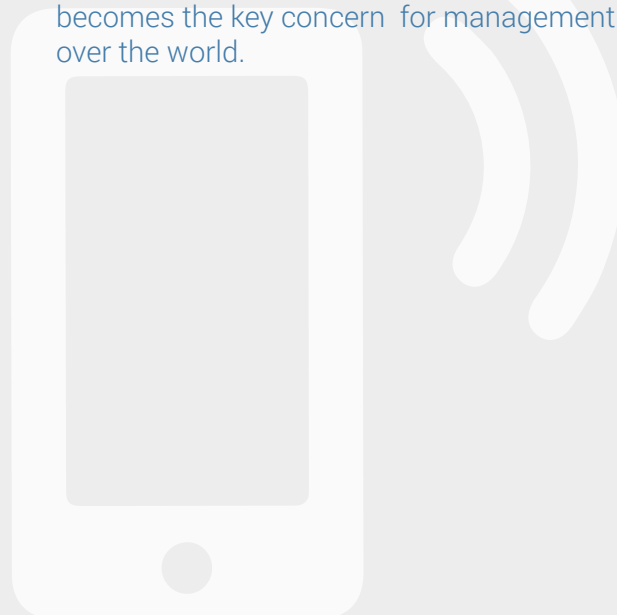
Functionalities of iTone central system 1/2

iTone central system provides the following functionalities:

- **Advertising management**
- **Campaign management**
- **Subscriber management**
- **Analytics and settlement**

iTone central system uses Web GUI for user access, and for subscriber access apart from Web GUI there is also WAP GUI.

Advertising management

Advertising management enables creating and editing advertising profiles with the following data:

- Basic advertising data (e.g. name, address, responsible person's contacts)
- Operator data (e.g. for which operators the Advertiser can place ads and for what period)
- Business model data (e.g. price per play, operator, time)
- Access users (e.g. which users can access iTone central system)

Advertiser data are managed by Service Provider administrators.

Campaign management

Campaign management enables the following functionalities:

- content preparation – upload of audio files in the format according to the iTone specification
- campaign management – scheduling of content provisioning on the network

Advertiser users with rights to access Campaign management can create and edit campaigns for the Advertiser to which they belong.
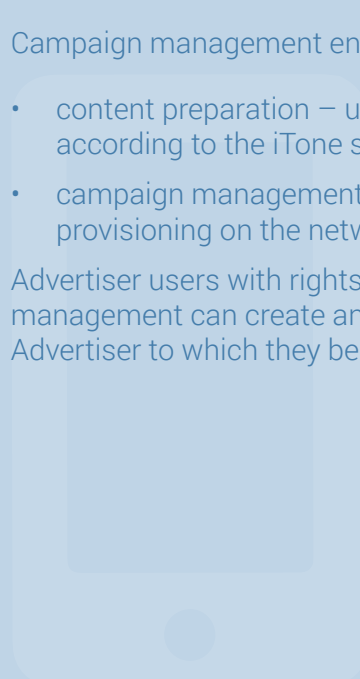
Functionalities of iTone central system 2/2
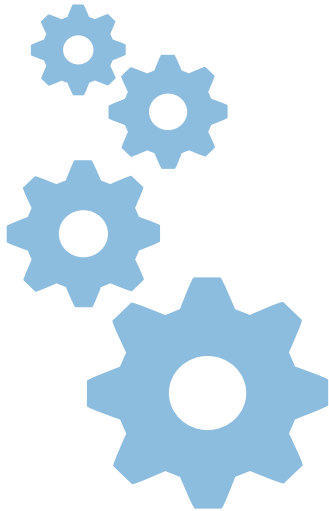
Subscriber management

Enables the subscriber to configure the following personalization options:

- Type of iTone that can be played for his number.
- Selecting multiple allowed types from available types.
- Time period in which iTone service is active each day
- Date period in which iTone service is active

The functionality for subscribing to and unsubscribing from iTone service is implemented over SMS with default parameters.

Analytics and Settlement

Analytics provide comprehensive statistics about campaign execution including the number of plays and revenue. Analytics can differ for the following types of users:

Operators can access statistics about campaign execution on their network and drill-down according to the following dimensions:

- Campaign / Advertiser / Time

 Advertisers can access statistics about their campaigns and drill-down according to the following dimensions:

- Campaign / Network operator / Time

  Mobile users (access provided with one-time password) – can access statistics about call attempt for their number and drill-down according to the following dimensions:

- Campaign / Advertiser / Time

  Service provider can access statistics including all data and drill-down according to the following dimensions:

- Campaign / Advertiser /Network operator /Time
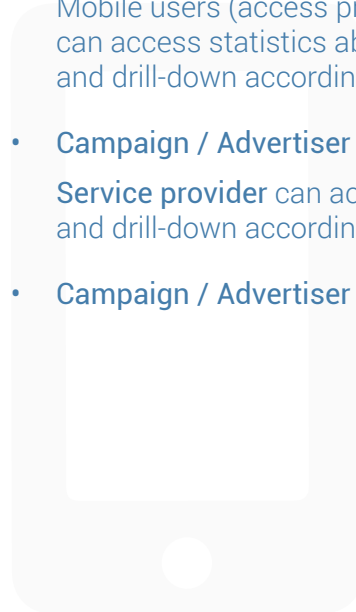
Benefits for all the parties included

Based on described marketing situation iTone service provides the following benefits to each player:
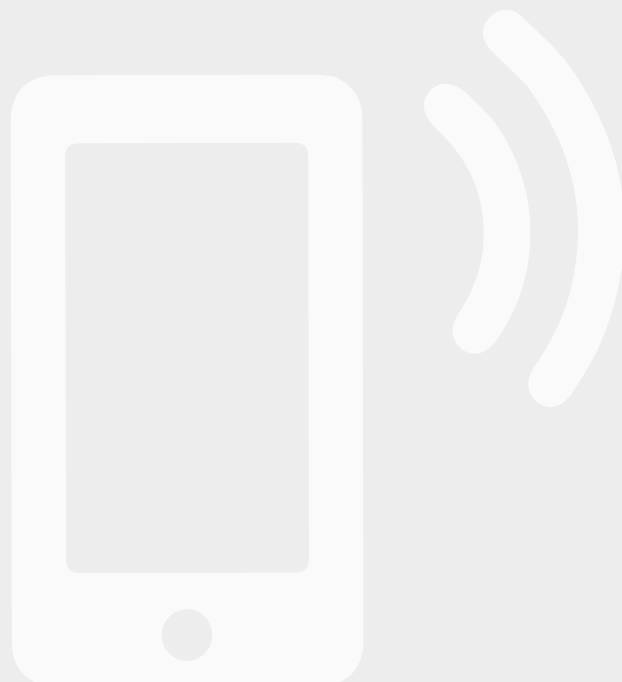
Network operator

- Generates new revenue
- Increases ARPU
- Increases customer loyalty
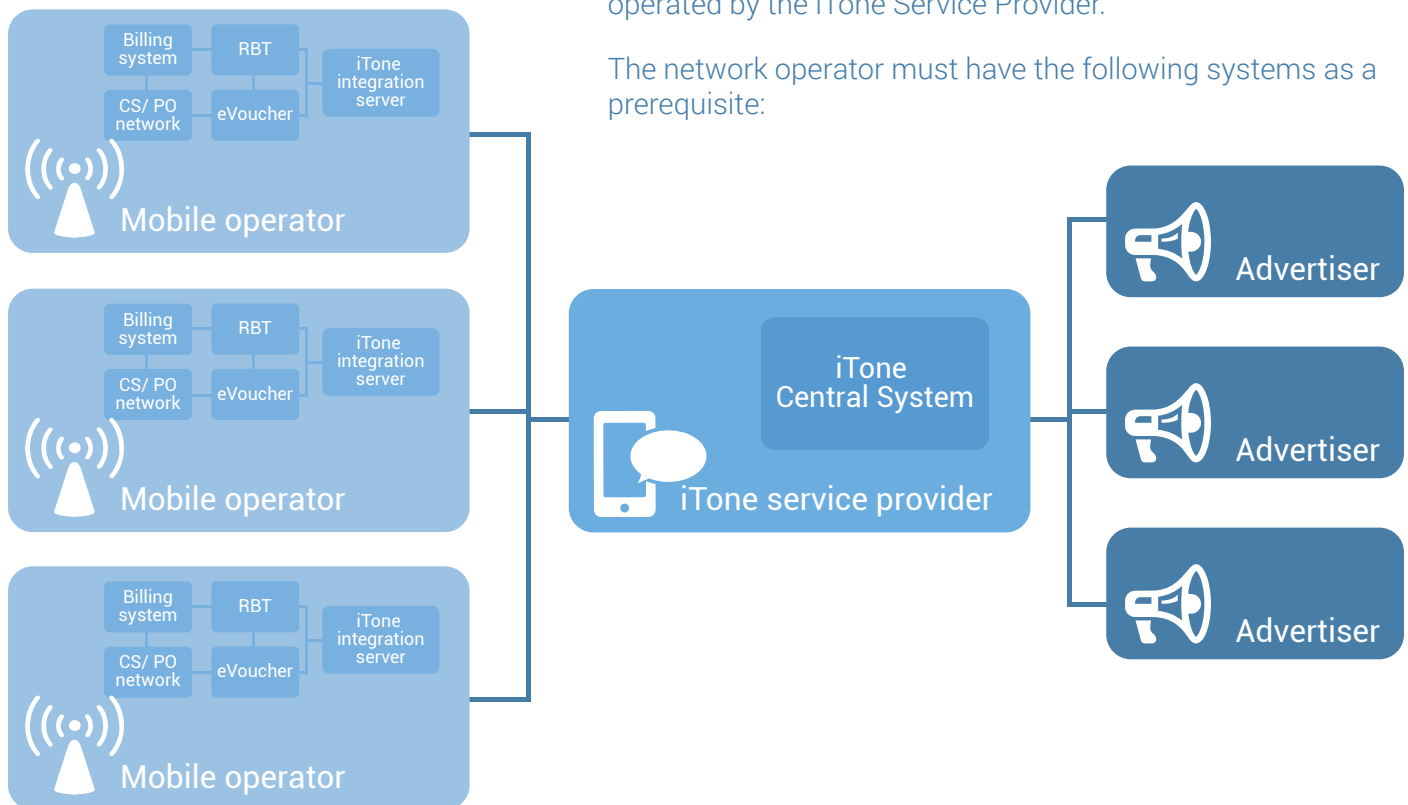- Attracts new users

Advertising company

- Generates new revenue
- Provided with direct link to the subscriber
- Acquires new advertising channel

Mobile user

- Generates new income
- Provided with increased mobile services usage possibility
- Provided with direct and short marketing information

How iTone works?

iTone is a multi-operator and multi-advertising system operated by the iTone Service Provider.

The network operator must have the following systems as a prerequisite:

iTone architecture overview

iPlayback system based on RBT (Ring Back Tone) – enables playing audio files as iTone content for incoming calls.

iTone integration server has two main purposes:

• **Operator specific integration**

Depending on the operator, various functionalities can be implemented on the existing systems (RBT, eVoucher, etc.), but not all. iTone integration server is responsible for the implementation of other required functionalities (e.g. interface to RBT, interface to eVoucher, provisioning, interface to post paid billing system, etc.)

• **Integration with iTone central system**

All content control is managed from iTone central system, and all transaction data for statistics purposes is provided to iTone central system.

inducta++

What is iTone business model?

iTone service is provided through a revenue share model between the following parties:

• **Mobile subscriber**

Gets a part of the revenue which creates enough motivation for him to subscribe to the service. A simulation of the calculation tool for subscribers will be provided on the iTone web

• **Network operator**

Network operator usually gets a very small portion of the revenue, as the subscriber's revenue is recharged on the Network operator's account and spent on the Network operator services which generate profit for the company.

• **iTone service provider**

iTone service provider gets a percentage of the revenue needed to cover ROI (Return On Investment) and TCO (Total Cost of Ownership) according to the service provider business plan.

In which direction can iTone evolve?

iTone provides numerous ways of expansion and the most important are:

• targeted campaigns based on listener segmentation

• customer analytics

• support for video calls

• WAP, MMS, SMS support
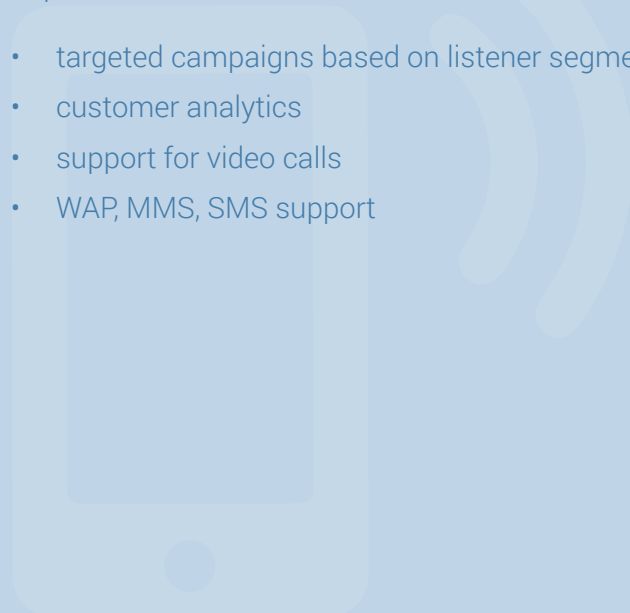
Inducta is a company specialized in ICT solutions adapted to needs of our Customers from various industries.

Our portfolio consists of the following services:

ICT Consulting

Based on our experience and knowledge of the ICT (Information and Communication Technology) trends and developments, together with our understanding of Customer's business, we recommend appropriate ICT solutions to our Customers. Optionally, we select the best solution together with the Customer, depending on the current situation and business plan.

Development of ICT solutions

We design, develop and test solutions according to Customer-specific requirements. In the process we take advantage of our knowledge and experience in the field of ICT solutions architecture, which come from our work on numerous projects in various industries around the world.

Delivery of ICT solutions

Being fully Customer-oriented, we integrate solutions into Customer's technical and business environment, while at the same time providing various forms of education related to the usage of our products.

Products and platforms

Based on our experience in developing solutions, we develop products for a wider market and adjust them according to Customer requirements. In addition, we offer our platforms and modules to other companies engaged in developing software.

Petrovaradinska 7
10000 Zagreb
Croatia
www.inducta.hr
info_contact@inducta.hr