

# ArdaCOM Next Generation Voice Messaging Solution

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At the RCA 2009 Business and Technical Conference, 2me<sup>SM</sup> Messaging received overwhelmingly positive responses and the general acceptance that there is finally a compelling service that the rural carriers can offer ahead of the mega-carriers.

## Executive Summary

2me Messaging is a new class of service that meets the growing demand for voice messages delivered as text and audio directly to the recipient. "2me Messaging" is branded as a service mark by ArdaCOM and is recommended for use by carriers and service providers to identify this new service. The feature name "2me Messaging" conveys that the service is not traditional voicemail, and consistent use by many carriers adds value to all carriers' marketing efforts by creating a recognizable service name and enhances subscriber demand. The "2me Messaging" brand is licensed to carriers as part of purchasing the SMD application software license.

ArdaCOM's Simple Message Delivery<sup>TM</sup> (SMD) application is the delivery engine for 2me<sup>SM</sup> Messaging.

Together, Simple Message Delivery and 2me Messaging solve some key user frustrations of legacy messaging services – making voice messaging a real-time communications tool while simultaneously eliminating the costs of integration, licensing and message storage.

The SMD application has all the necessary elements already integrated into the solution – thus paving the way for fast rollouts at a fraction of previous costs without the constraints and expense of any legacy messaging system integration.

## Revenue generation

- Differentiate your service and attract new subscribers with 2me Messaging
- Offer a new à la carte voice-to-text service to existing subscribers
- Include affiliate marketing and advertising within email messages

## Control costs and optimize resources

- Optimize voicemail resources by transferring subscribers to SMD
- No passwords to reset reduces calls to Customer Care
- Reduce additional purchases of legacy voicemail ports and voice-hour licensing

## 2me<sup>SM</sup> Messaging

2me Messaging is a new consumer-centric service suitable for all mobile, fixed line, IP telephony service providers and enterprise businesses. 2me Messaging is faster and easier to use than traditional voicemail; there are no passwords to remember and no cumbersome menus to navigate.

**Immediate Delivery** In the 2me world, information is captured and repackaged as content within an SMS or email message and pushed (directly delivered) to the recipient via their preferred electronic method. 2me messages can be received on any device capable of receiving an SMS or email message.

**Instant Accessibility** 2me Messaging eliminates the need to repeatedly login to a central system to retrieve messages, no confusing menus to navigate, no controls to learn.

**Intuitive and Efficient Communication** On the receiving device, 2me messages are as easy as email to manage and can be viewed in any order. The 2me header displays who the message is from and when it was sent. The message body may include a ListenLink<sup>SM</sup> to instantly playback the original message, a text transcription of the message, or both. 2me email messages have an attached audio file so that the recipient can listen to, store, share, save and delete the original content, directly on their device.

2me Messaging puts the recipient in control of their voice messages:

- Self administration
  - Web based GUI for set up and management of delivery options
- Simple message management
  - Pushing messages directly to the receiver eliminates the need to retrieve and manage a central 'mailbox'
  - Permanent storage, archiving and searching of 2me messages delivered as email on a PC
- Voice to text conversion
  - With voice to text transcription, critical information can be quickly located without listening to the entire audio message

- ListenLink<sup>SM</sup> embedded into the 2me message
  - Enables playback of the audio message
- ReplyLink<sup>SM</sup> feature enables the recipient to send a voice to text message delivered directly via SMS to the caller's telephone number
- Easy callback
  - Convenient calling of telephone numbers from within the message text
- Callers are more likely to leave a message
  - As they know that the message will be received

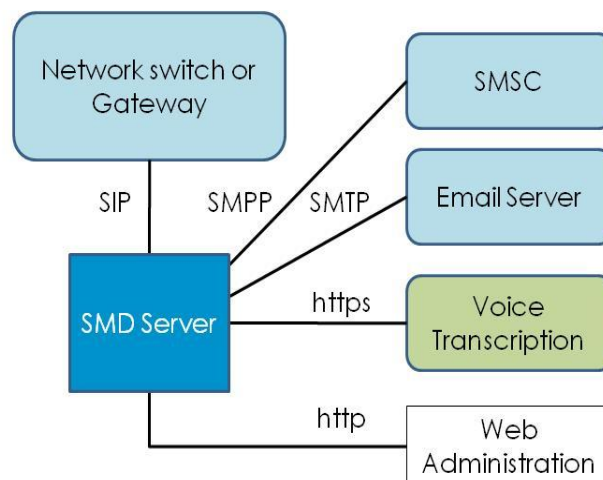
## Simple Message Delivery

SMD pushes the caller's voice message to the recipient's chosen device/location removing the need to retrieve messages; shows at a glance who has left a message and when; incorporates voice-to-text transcription thus allowing reading and responding to urgent messages immediately.

Simple Message Delivery is a contemporary messaging solution which:

- Can be deployed on a single Intel based carrier class server platform
- Uses industry standard IP based interfaces for ease of interconnection with networks and systems.
- Is fully automated to ensure privacy and security of messages
- Provides a web-based GUI for system management, configuration and subscriber administration

## System interconnection



Basic connectivity diagram

## SMD Features and Benefits

| Features  | Benefits  |
|---|---|
| Self-install system wizard  | Simplifies system installation, automated integration, provisioning and billing.                              |
| Multiple subscriber provisioning methods  | Easily migrate existing subscribers to SMD  |
| Multiple message delivery options   | SMS with ListenLink and/or text transcription<br><br>Email with ListenLink, text transcription and audio file |
| Product promotions and affiliate marketing incorporated with email messages         | Generate incremental revenue by up selling customers with new service offerings or selling advertising space  |
| Subscriber self- provisioning via a web-based GUI to set and manage service options | Reduces calls to customer care center volumes by eliminating passwords and login issues                       |

## ArdaCOM

ArdaCOM is an innovative provider of next-generation messaging applications and professional services to wireless and fixed-line carriers as well as other service providers worldwide. The company is focused on developing highly practical, cost-effective communications solutions as shown through ongoing commitment to simplified systems design, limited systems integration, and subscriber self-provisioning.

ArdaCOM's Simple Message Delivery™ products enable carriers to optimize operations and rapidly launch a set of new services to a growing segment of subscribers focused on intuitive, near real-time messaging communications.

Simple Message Delivery™, 2me<sup>SM</sup>, ListenLink<sup>SM</sup> and ReplyLink<sup>SM</sup> are trademarks and service marks of ArdaCOM LLC.