4N TeleSoft

| Messaging | Signaling | Roaming | Intelligent Networks |
| Development | 3G | Content | Value Added Services |
| ENTERPRISE SOLUTIONS FOR TELECOM |

Objective

Our Goal :

Build up a database of highly satisfied customers and be a strategic partner in their growth instead of acting just as a vendor.

To meet global standards for telecom services that delight customers through:
• Customer Service Focus
• Empowered Employees
• Innovative Services
• Cost Efficiency

Objective

Mission & Strategic Direction:

We are focused group of people, with complete focus on telecom category. Think ahead, understand customer's business needs and develop innovating solutions. Build up customer's confidence by providing support at all levels and help them to be a leader in their market with our efficient and economical solutions . We focus on the new service development and deployment, which would add value to the wireless operators to enhance revenue and increase customer delight and add to customer convenience. Data / Voice / systems services is the area which 4N TeleSoft strongly believes in will drive future revenues and growth.

Specializing in a select domain and successful deployment of the same across different operators in different countries gives us the edge to deploy the services and make them operational at a very fast turnaround time.

Future Plans

- Cater the international market in the field of telecom solutions

- Enterprise solutions for Telecom

- Be a strategic partner in the growth of operators by investing with them in products and services instead of acting just as a vendor.

Enterprise solutions for Telecom

E - Pin

mobile recharging made easy

?

- ***E - Pin*** is a unique hassle free option of over the air mobile recharge transfer from Company to Consumer through the Channel.

- ***E - Pin*** imbibes the virtues of the traditional & contemporary distribution and furthers the interest of all concerned - the Telecom Operator, the Channel & the Customer.

Why *E - Pin*?

- The scratch card method of recharge (which is still used by 80% of customers worldwide) is very inefficient and expensive. Such cards also expose GSMOs and retailers to massive theft and new types of fraud. Distribution channels are complex and high margin. Margins have reached 20% in many European markets, as a result of long distribution chain, which only incumbent wholesalers can address.

Why *E - Pin*?

- Shortage is permanent and retailers complain about low returns on inventories.
- Churn levels have reached between 25% and 50% worldwide.
- Many scratch card based prepaid mobile services are currently operating at a loss because of their cost structure (see on next slide the average cost structure for international markets).

Why *E - Pin*?

2-5%	Theft, fraud
11-20%	Wholesale margin
1 %	Stock financing
5-7%	Shortage
3-5%	Logistics

Advantages

Operator

- Cost Reduction
- Better Inventory Management
- Better product Options.
  - Faster roll out of products & time to market
  - P2P recharge (person to person)
  - Alternative currency (M- Valet)
- Retail Data available for better competition
- Data Security
- Reduction of movement cost

Retailer

- Product Security
- Flexibility
- Less stocking – Better return – Just In Time.
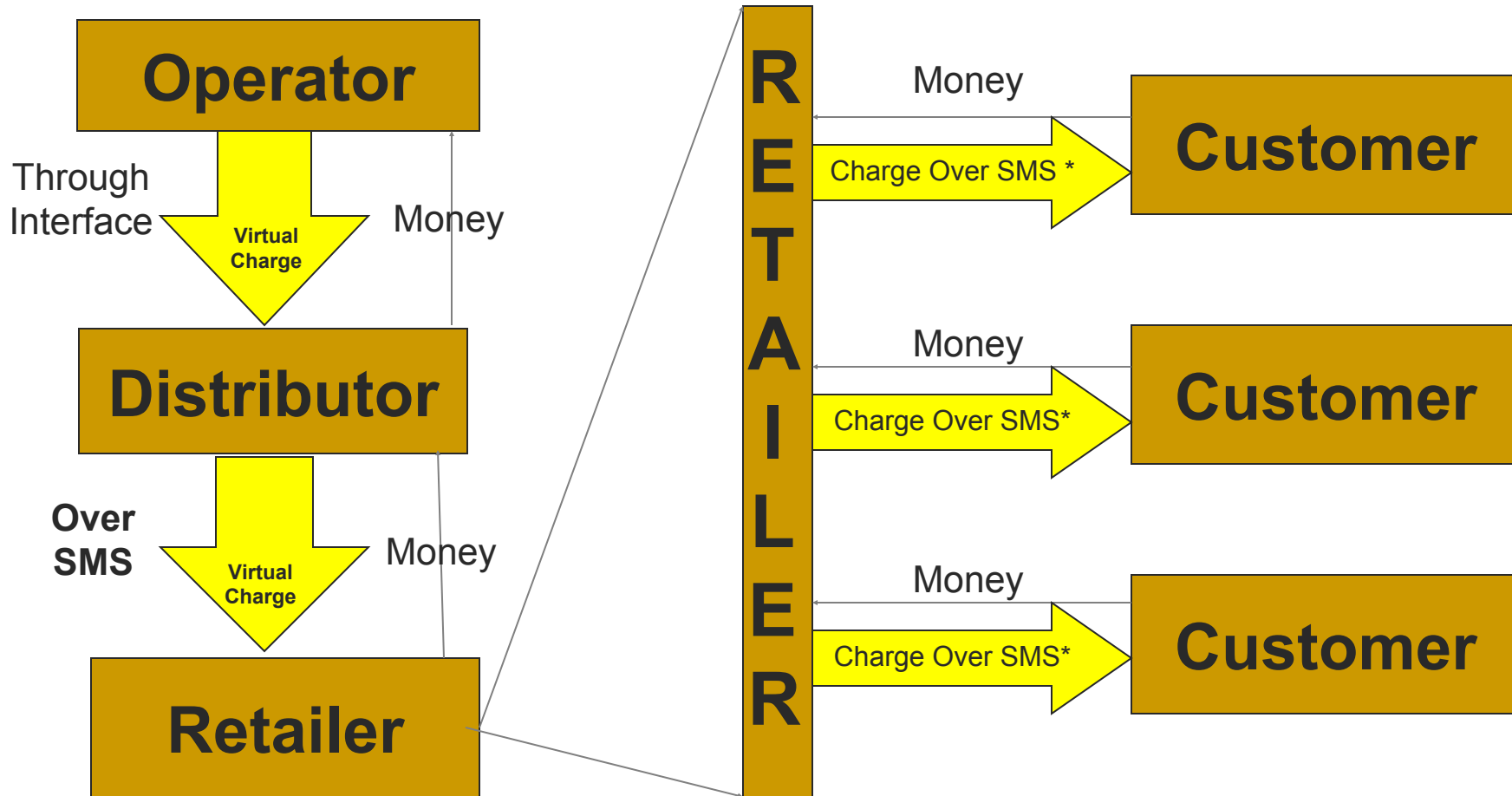- No Stock out situation
- Data Security
- Reduction of movement cost

Consumer

- Anytime, Anywhere, any recharge
- Start product kits as per consumer requirements
- No need to go to any shop
- No need to buy any scratch off coupon or to feed in any recharge PIN code

- The biggest gain in *E - Pin* comes out of enhanced Average Revenue Per User. The benefits on the ARPU front are manifold due to the following basic reasons:

  ○ Enhanced REACH to non-traditional counters due to single SKU.

  ○ Opens alternative channels like buses, hostels, eateries, due to stocking ease.

  ○ Avoid STOCK OUTS, especially for higher denomination coupons, the availability for which is always difficult to ensure in the paper version.

  ○ Increased flexibility of denominations allows for experimentation through quick launch of ARPU enhancing schemes with little or no cost. Experimentation is so much more cumbersome in paper coupons as it is a nightmare to clear stock in case of low pick up of scheme. Also initial placement of new coupon denomination is a challenge, which is just a click away in case of *E - Pin*

  ○ *E - Pin* also opens possibilities of new usage's like remote gifting, etc

How it works

Operator

Through Interface

Virtual Charge

Money

Distributor

Over SMS

Virtual Charge

Money

Retailer

RETAILER

Money

Charge Over SMS *

Customer

Money

Charge Over SMS*

Customer

Money

Charge Over SMS*
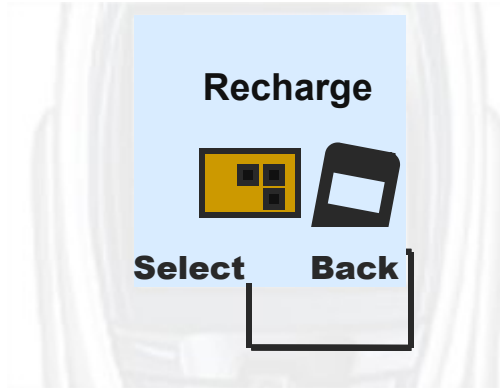
Customer

Alternative bearers to be available in WAP, USSD, IVR

- Telco grade, fully redundant architecture for maximum up-time.

- Point of sale equipment mobile handsets, allowing for immediate high penetration at minimum fixed cost.

- SMS to be primary bearer for interaction with the central server, making it all pervasive in terms of compatibility. Alternative bearers to be available in WAP, USSD, IVR where-ever network allows for redundancy.

- Comprehensive business reporting module on time, frequency and distribution levels.

How it works

- The modification in STK of SIM and these SIM's will be allotted to distributors and retailers with user name and password. Telco transfers the bulk talk time/Recharge value on the distributor's SIM and distributor further transfers/Sell the talk time/Recharge value in small amount to retailers and later further transfer/sell the airtime to customer by sending the SMS to customers' Cell phone.
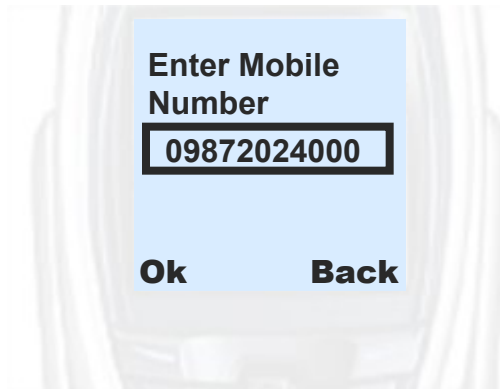
Transfer of Airtime – Distributor 2 Retailer

Recharge

Select   Back

1. Go to recharge menu in and press select

Transfer
My Account
Options

Select   Back
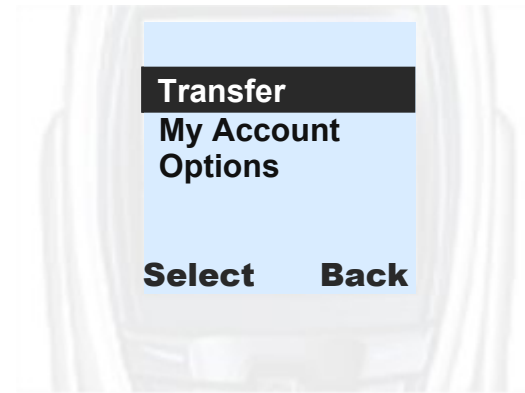
2. Go to Transfer option and press select

Enter Mobile Number
09872024000

Ok   Back

3. Type the number of the distributor/ retailer with prefix 0 and press ok

Enter Amount:
10000

Ok   Back

4. Enter the amount and press ok

Contd…

Transfer of Airtime – Distributor 2 Retailer

Enter your Password

****

Ok   Back

5. Enter your password (4-10 Digits) and press ok

Confirm transfer to 09872024000 with Rs. 10000

Yes   Back
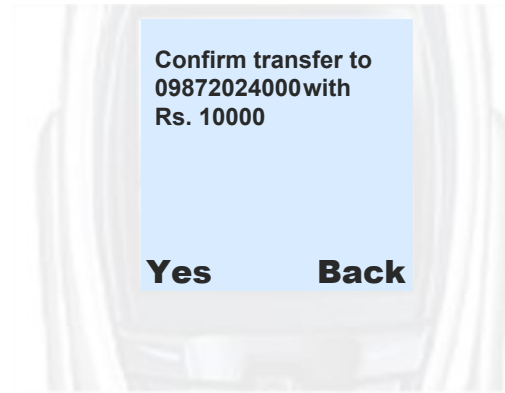
6. After confirming the mobile number and amount press Yes. A reply SMS will come confirm the transaction

Your account has been updated with Rs. 10000. Trans ID 00098987 dt. 25/08/04

Ok   Back
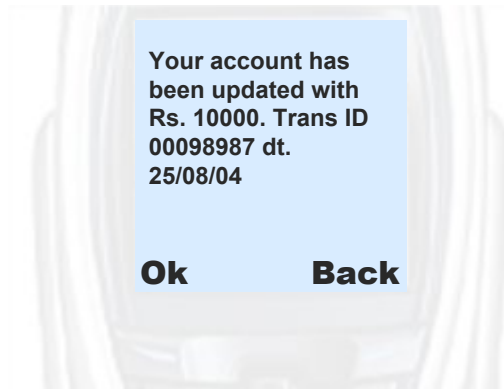
7. Distributor /Retailer will also get an SMS confirming the transaction which he can keep for future use.

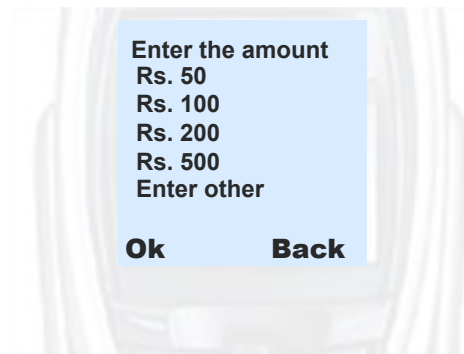# Transfer of Airtime – Retailer 2 Consumer

Recharge

Select   Back

Recharge
My Account
Options

Select   Back
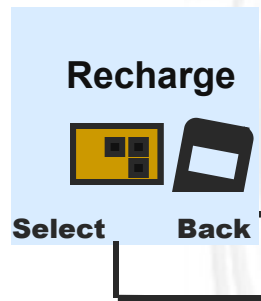
1. Go to recharge menu in and press select
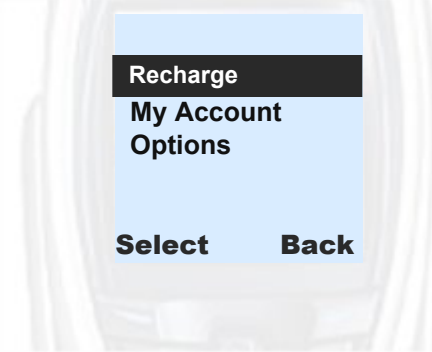
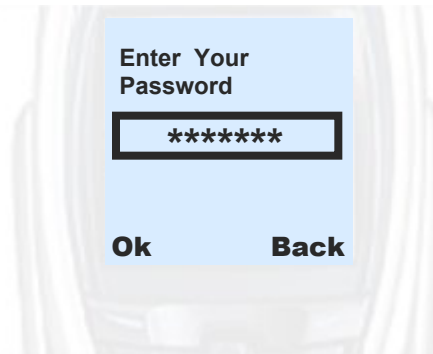**2. Go to recharge option and press select**

Enter Customer's
Mobile Number

09872024000

Ok   Back

Enter the amount
Rs. 50
Rs. 100
Rs. 200
Rs. 500
Enter other

Ok   Back

Enter
Amount:

2000

Ok   Back
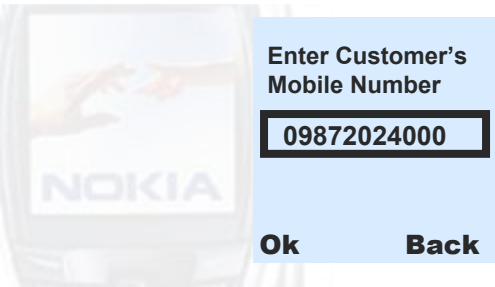
3. Enter Customer's mobile number with prefix 0 and press ok

4. Enter the amount and press ok

5. Enter your amount and press ok
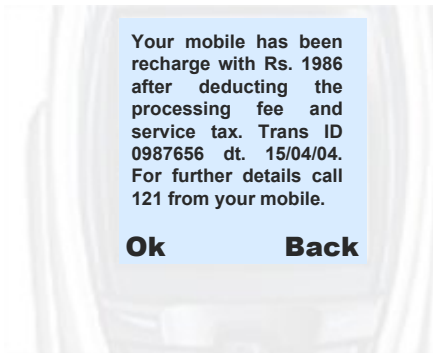
Enter Your Password

****

Ok   Back

6. Enter your password and press ok

Confirm transfer to 09872024000 for Rs. 2000

Yes   Back

7. For confirming the mobile number and amount press Yes

Your mobile has been recharge with Rs. 1986 after deducting the processing fee and service tax. Trans ID 0987656 dt. 15/04/04. For further details call 121 from your mobile.

Ok   Back

8. Customer will receive an SMS confirming the recharge with details

Your transaction ID 0987656 has been completed. To know you balance go to My Account.
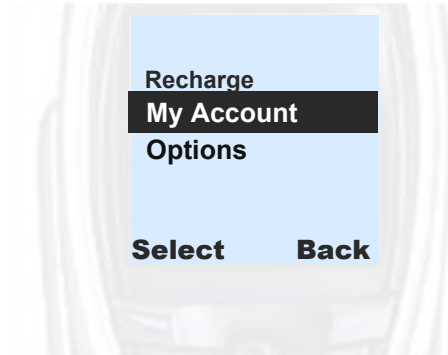
Ok   Back
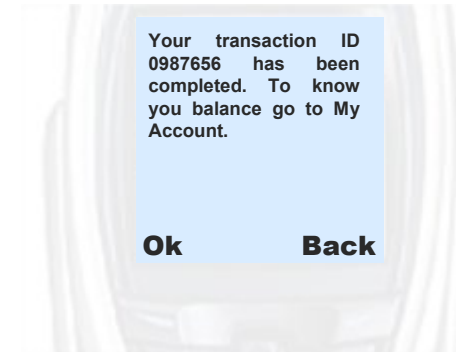
9. Retailer will also receive an SMS confirming the completion of the transaction.
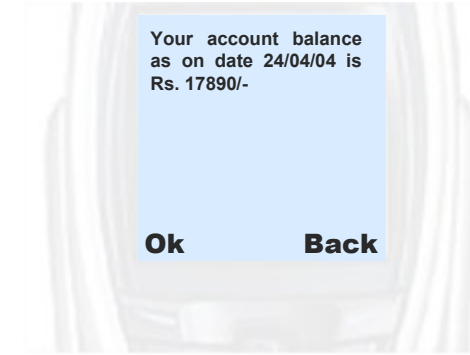
How to Check Balance
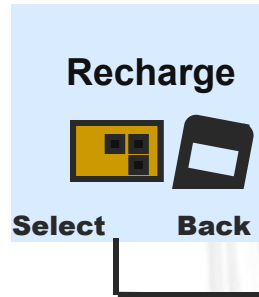
Recharge

Select   Back

1. Go to recharge menu in and press select

Recharge
My Account
Options

Select   Back

2. Go to My Account option and press select

Balance
Recharge Sold

Select   Back
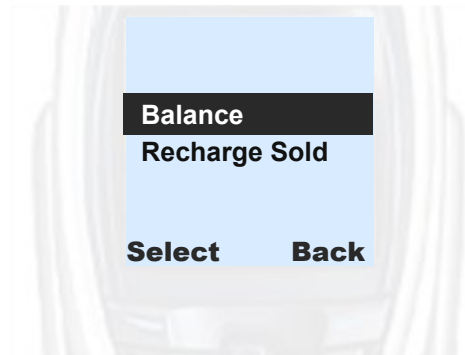
3. Go to Balance option and press select

Enter Your
Password

****

Ok   Back

4. Enter your password and press ok

Your account balance
as on date 24/04/04 is
Rs. 17890/-

Ok   Back

9. You will get your balance amount

How to get info on sold airtime
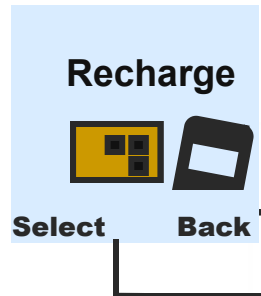
Recharge

Select   Back

1. Go to recharge menu in and press select

Recharge
My Account
Options

Select   Back

2. Go to My Account option and press select

Balance
Recharge Sold

Select   Back
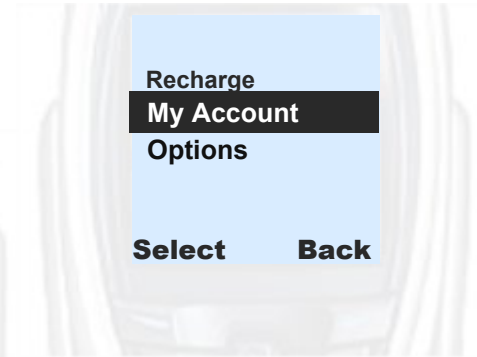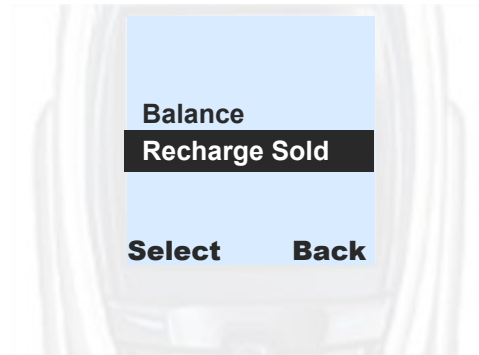
3. Go to Recharge Sold option and press select

Enter Date
dd mm yy

12/01/04

Ok   Back

4. Enter starting date and press ok

How to get info on sold airtime

Enter Date
dd mm yy

12/04/04

Ok   **Back**

5. Enter ending date and press ok

Enter your
password

****

Ok   **Back**

6. Enter your password and press ok

Total   recharge   sold
during this period was
Rs. 15,450/- only

**Ok**   **Back**
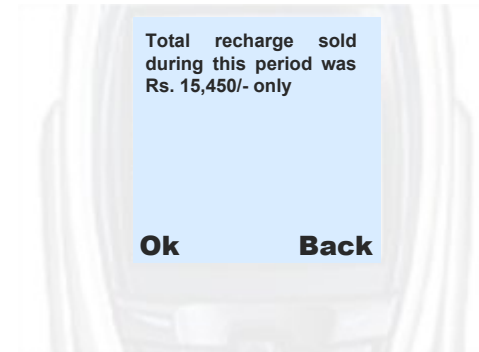
7. You will get your figure

Features

- Time and date stamp on each transaction
- Each Transaction has a unique ID
- Each transaction can be traced at any time
- Subscriber receives SMS of conformation of his airtime along with the Transaction ID so that all is transparent
- Option of issues physical receipts of the same transaction
- Secure transactions
- Password protected accounts.
- Instant transfer with recharge

- No geographical boundaries for recharge.
- Can be done seamlessly on roaming also.
- Option of having a web based system also where one can view all the transactions and conduct searches based on Phone no, date, transaction ID etc on the username and password bases.
- Complete database available i.e. from phone number . To phone number , Amount transferred, Time, Date etc.
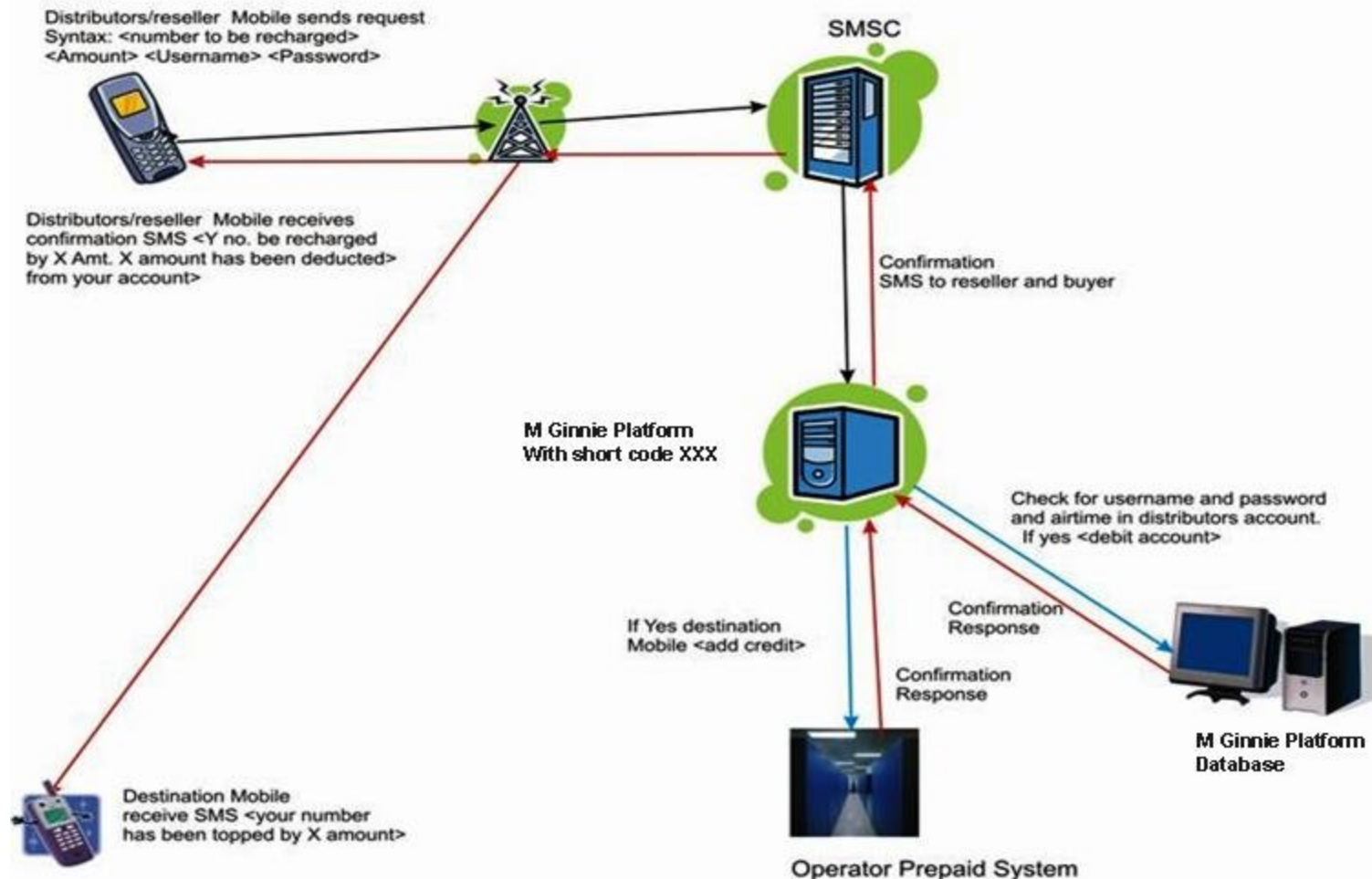
- Access to Prepaid system.
- Error codes for prepaid system.
- Access to SMSC
- SMPP protocol link to SMSC
- IP connectivity with *E - Pin* Platform and SMSC
- Remote access through IP 4N TeleSoft Server
- Shot code assigned to *E - Pin* Platform for receiving and sending messages.

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