

## COMMON SHORT CODE (CSC) GATEWAY

### Simplify Content Aggregator Relationships

Offer a huge choice of top-quality content to your customers and reduce the number of third-party content relationships you manage. Sound impossible? Not with the convenient Interop Technologies CSC Gateway.

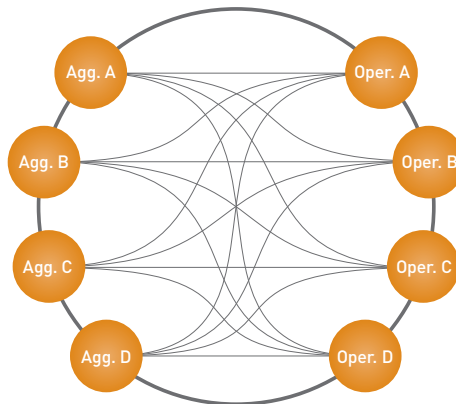
Our highly scalable, hosted CSC Gateway provides direct subscriber access to hundreds of national short-code campaigns through Tier 1-level content aggregators. It eliminates the chore of negotiating individual deals with aggregators and providers, as well as coordinating multiple implementations—saving you time and money. Interop Technologies manages all aggregator relationships, while you can issue credits and view reports from one central location.

#### ➤ CONNECT TO MULTIPLE AGGREGATORS THROUGH ONE BILLING FEED

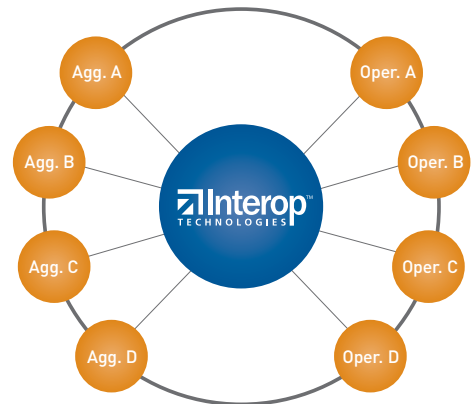
aggregate  
the  
aggregators

Interop Technologies helps ensure your revenue with a highly efficient, unified billing feed for multiple aggregators. Our single-feed flexibly integrates with your current billing platform. Set it up once and you're done. Then add as many of our technology solutions as you choose and leverage the same feed. We do the work, and you can quickly and easily launch and manage new competitive services.

CURRENT SOLUTION  
FOR AGGREGATOR/OPERATOR INTEGRATION



INTEROP SOLUTION  
FOR AGGREGATOR/OPERATOR INTEGRATION



#### COMBINE OUR SOLUTIONS

Combine our CSC Gateway with our SMSC 4 Series for additional operating efficiency. You'll get automatic provisioning of short codes. This feature eliminates the need for a switch technician to set up a route every time you need a short code—a big time and resource savings. Plus, management is easy with our comprehensive tool set that allows you to view all campaign information without logging into the SMSC to view activity for each aggregator.

Add  
CSC  
to our  
SMSC  
4 series

### ➤ GET COMPLETE VISIBILITY

The Interop Technologies CSC Gateway includes an extensive Business Intelligence (BI) tool set that enables real-time data mining. Discover your most profitable campaigns, users, aggregator relationships, and more. You have everything you need to obtain content and run reports, greatly simplifying the campaign management process.

An automated credit tool allows front-line employees to provide credits within predetermined rules and automatically processes those credits all the way through to the aggregator. In addition, you can target your subscriber base and plan additional revenue-generating strategies by viewing real-time data:

- Revenue and unit sales per title
- Aggregate revenue and unit sales
- Top-performing campaigns
- Customer debit and credit transactions
- Messages for opt-in validation

Built-in controls help prevent duplicate credits and credits greater than the initial amount.

### ➤ MAXIMIZE RESOURCES WITH A ONE-POINT CONNECTION

The Interop Technologies CSC Gateway is your one-point connection to the content your customers value most: wallpapers, ringtones, contests, subscriptions, and more.

By providing subscribers with access to standard, premium, and binary campaigns, you can improve customer “stickiness” and drive SMS and MMS usage. The opportunities are endless—commerce, community/chat, coupons, dating applications, donations, games, voting, and much more. In addition to managing complex aggregator relationships, Interop performs automated daily connectivity testing of all short codes prior to launching.

### ➤ CREATE CAMPAIGNS, DRIVE REVENUE

With the Interop Technologies CSC Gateway, you can create local revenue-generating campaigns, providing you with the opportunity to target your specific subscriber base. Campaigns can include customer service programs for area businesses, premium campaigns that involve fee-based offers from retailers, and local voting campaigns. Local short codes are easy to create and immediately available for use. Our CSC Gateway has a separate GUI for third-party vendors to review local campaign metrics, alleviating the need for you to report this information.

### ➤ PROVEN PARTNER

Interop Technologies has a proven track record and is a trusted business partner. We are well-positioned to support the next generation of core technologies whether in the wireless, broadband, or traditional telecommunication space.

## KEY BENEFITS

Subscriber access to national campaigns through Tier 1-level content aggregators

Management of all content sources through a single set of online administration tools

One unified billing feed

Real-time, Web-based reporting

New revenue streams

Local standard and premium campaign creation

Auto response when invalid length of digits dialed

Integration with the Interop Technologies SMSC 4 Series, MMSC, or the ability to integrate with any legacy third-party messaging infrastructure

Auto route provisioning when combined with Interop Technologies SMSC 4 Series

Automatic daily script verification that all existing campaign connections are functioning properly

Handset testing on your behalf conducted by the Interop Technologies Content Team