

## 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.

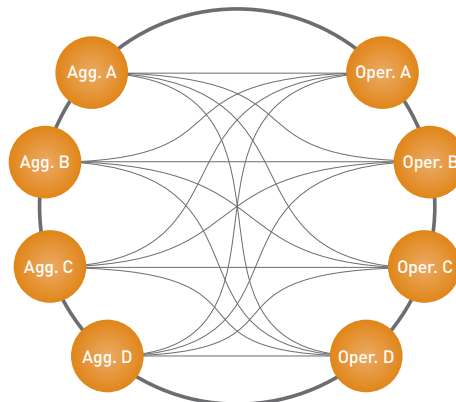
Our highly scalable, hosted CSC Gateway provides direct subscriber access to hundreds of national short-code campaigns through top-tier content aggregators. It eliminates the chore of negotiating individual deals with aggregators and providers, as well as coordinating multiple implementations—saving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

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

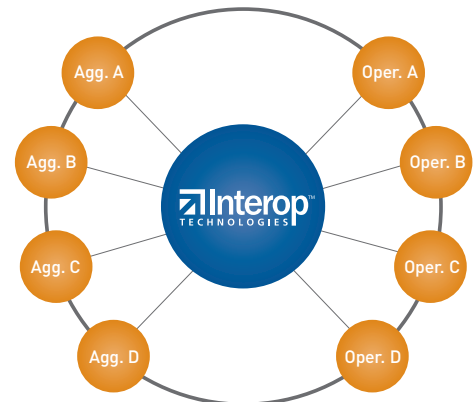
aggregate  
the  
aggregators

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



Add  
CSC  
to our  
SMSC  
4 series

#### 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 toolset that allows you to view all campaign information without logging into the SMSC to view activity for each aggregator.

### ➤ GET COMPLETE VISIBILITY

The Interop Technologies CSC Gateway includes an extensive Business Intelligence (BI) toolset 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.

### ➤ CREATE CAMPAIGNS, DRIVE REVENUE

The Interop Technologies CSC Gateway is your one point connection to the content your customers value most: wallpapers, ringtones, contests, subscriptions, and more. Now you can focus on making the mobile experience interactive, increasing brand loyalty, and driving data revenue.

Improve “stickiness” with customers and drive SMS usage by providing subscribers with access to standard, premium, and binary campaigns. The opportunities are endless—commerce, community/chat, coupons, dating applications, donations, games, subscriptions, voting, and much more.

You can even create local revenue-generating campaigns, such as customer service campaigns 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 burden from the operator to report this information. In addition, a Test Handset Tool allows Interop and the operator to test short codes prior to launching.

## KEY BENEFITS

Subscriber access to national campaigns through top-tier 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 premium campaign creation

Integration with the Interop Technologies SMSC 4 Series or 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