

Who We Are

Leading Provider of Mobile Software Solutions



Our core competencies include full device management, USSD and collect calls, loyalty, real-time charging, and micropayment processing. Founded in 1994 as a department of Swisscom Mobile, **sicap** was incorporated in 2000, and acquired Swapcom, a French telecom software developer, in 2006.

Sicap is one of the pioneering inventors of prepaid technology and was one of the first to develop a USSD Gateway as well as configure a mobile handset remotely. Nowadays, Mobile Pioneering has become more than a mindset, and we are committed to delivering the highest value to each and every one of our customers – through solutions that not only meet but also anticipate their needs.

What We Stand for

- Functional, innovative applications:
Provide new and exciting experiences to subscribers.
- Quality and reliability:
Ensure the required features are available, whenever needed, and to the highest standards.
- Speed and flexibility:
Deliver best time-to-market solutions and anticipate operators' future needs.
- Easy to implement and use:
A straightforward experience for mobile operators and subscribers, aiming at overall customer satisfaction.
- ROI:
Secure sustainable ROI and protect our customers' investments.
- ARPU and loyalty:
Value-added solutions to ensure mobile operators retain and gain subscribers, while maximising revenue per user.
- Customer focused consulting and engineering, based on advanced solution kernels.



over **120** customers
in **75** countries

835 million
subscribers

We Represent

13 locations worldwide:
Switzerland, France, Romania, Russia, Malaysia, UAE,
Singapore, South Africa, Mexico, Brazil, Ivory Coast

200 experts
30 nationalities



sicap AG
Zentweg 9
3050 Berne
Switzerland
+41 58 822 90 00
info@sicap.com
www.sicap.com

mobile pioneering
sicap – simply your solution



What We Do

Our Solutions

Communication

DMC 1 Device Management Centre

Remotely manage and configure complex multi OS devices in your subscriber or corporate employee network.

- Up to 80% reduction in Customer Care costs, and up to 66% of calls avoided
- Up to 45% increase in new service-related revenues
- Up to 50% fewer handset returns

Empower your subscribers with clever self-service offerings: check our Self-Help and Device Chooser solutions.

SIM 2 SIM OTA

SIM-independent OTA management solution from Oberthur Technologies.

- Remotely manage your entire (U)SIM card population, regardless of SIM type or location
- Market SIM-based services and optimised roaming
- Enable secure applet management for the latest mobile transaction applications, including NFC enablers

SME 3 SecureMe

Best of both worlds: all-in-one SIM and Device Management.

- Easier deployment of new SIM and device-based interdependent value-added services (e.g. NFC, Phonebook Backup)
- Greater adoption and simplicity for the subscribers
- More efficient CC troubleshooting

UMB 4 USSD Menu Browser

Fast, reliable, cost-effective one-click access to all your services with any handset.

- Quickly implemented and adopted by subscribers
- Available on all handsets
- Decreased Customer Care cost

P4M 5 Pay4Me

Reverse-charge calls for prepaid subscribers.

- Additional revenues by enabling calls that otherwise would not happen
- No subscription needed
- Reliable solution already used by tier-one operators

Configure:
1) DMC
2) SIM
3) SME

Increase ARPU:
4) UMB
5) P4M

Communication

Reduce Churn:
6) LM+CRP
7) LC

Protect Revenues:
8) RAP
9) RTCS

Charging

Generate Revenues:
10) CTU
11) CRE
12) SSK

Micropayment

Charging

LM CRP 6 Loyalty Management & Customer Retention Platform

Fast, flexible and easy launch of promotion programmes.

- Reduce churn and stimulate ARPU
- Retain your subscribers and increase the value of your brand
- Create new opportunities on your market
- Response rates 10-15 times higher than mass marketing
- Up to 90% reduced time to market

LC 7 Loyalty Consulting

ABC to Loyalty Excellence is a set of consulting packages that fits your loyalty needs.

- Get a clear picture of your churn situation
- Benchmark your current loyalty offering
- Maximise the efficiency of your loyalty programme

RAP 8 Revenue Assurance Programme

Effective way to automatically address revenue leaks in the billing domain.

- Covering all business domains, i.e. roaming partners, content providers, dealer network
- Managing multiple revenue streams for voice, messaging and data/content in real time
- Quick & easy integration of MVNOs
- Easy implementation of standard tariffs and tactical promotional offers

RTCS 9 Real-Time Charging System

Best-of-breed charging solution to consolidate and manage all your services for all your subscribers, in real time.

- Complete and consistent view of the subscriber
- Unified approach to billing, balance management, services and tariffs
- Reduced time to market for new services and pricing models
- Seamless integration with existing network and back-office infrastructure

Micropayment Processing

CTU 10 Cash Topup

An additional reload channel for user-friendly 24/7 topup services.

- Minimise your reload commissions
- Save HR costs
- Eliminate costs of scratch cards
- Increase ARPU

CRE 11 Cash Remittance

End-to-end money transfers, 24/7, from cash-in to cash-out.

- Convenient, competitive money transfer
- No need for bank account

SSK 12 Self-Service Kiosk

Channel for selling third-party/own products and services, such as utility bill payments.

- Leverage your customer reach and profit from attractive commission businesses
- Reduce Customer Care costs
- Improve subscriber loyalty

Coming Up!

Innovation is part of our DNA. Check what we have in store at www.sicap.com

