



Targeted Handset Replacement Schemes to be launched on Sicap Marketing Tool

Bern, October 31st 2007 **Sicap has today announced the launch of a converged device and subscriber profile management tool for use by marketing teams in the Telecom, IT, Multimedia and Entertainment (TIME) industry.**

The new Sicap Device Knowledge Center (DKC) gathers devices profile metrics which can be combined with subscriber metrics on a single system. An order has already been signed in France to use the DKC on a contract basis to get up-to-date device knowledge data for targeted marketing campaigns. The first tailored handset replacement scheme will be the primary outcome of the deal with Sicap.

By converging device and subscriber profiles on a single server, targeted promotional offers can be sent to mobile customers depending on their past usage of multimedia and their previous preferences in handset style. Likely adepts of large screens, hi-resolution cameras or game-centered handsets will be sent offers for new models which correspond to their tastes.

Depending on the handset in use, targeted marketing campaigns for multimedia services according to usage patterns and device compatibility can also be run. The clear advantage of this is avoiding customer frustration from trying to set up a service that his handset will not support the use of.

Sicap's attention to interoperability has resulted in an all-round plug-and-play modular tool-kit based on open interfaces and industry standards. DKC is a tool in its own right which can be commissioned for marketing intelligence or integrated into the comprehensive Sicap Device Management Center (DMC).

Already positioned as World leader in Device Management for the initial purpose of ensuring seamless settings delivery, Sicap has used Industry foresight to adapt its offer meet device management evolution challenges.

Both the database capacity and the scope of action and deployment of device knowledge are evolving. Converged device and subscriber metrics available on a single centralized system on the network now serve not only the original Device and SIM expertise team users within an operator context, but also marketing teams, CRM and third-party content providers.

Through its user-friendly interface, DMC enables an operator to read the "vital statistics" of customer devices. From that point, over-the-air updates of firmware versions for network interoperability management and software versions for lifecycle management can be delivered. The latest DMC also enables customer care agents to download application releases or uninstall them if inappropriate. They can offer "wipe-and-lock" facilities to protect personal data if a device is lost or stolen, and "backup-and-restore" for the retrieval of personal data onto a new device. Even battery level and remaining memory space can be checked on the user-friendly DMC interface before delivering the data files.

By achieving converged device and subscriber profiling, this latest Sicap software tool helps TIME players manage and monetize complex value chains. "At the core of the initiative, the customer benefits from an understanding of his particular habits and preferences. Useful services are delivered seamlessly and only the most relevant offers are proposed" explained Sicap Product Marketing Director Achim Korber.

The Sicap DKC launch could spell the beginning of a more mature and structured approach to mobile marketing across the board.

About Sicap

Specialized in mobile technologies, Sicap enables operators to achieve real time converged business, whether by dynamically charging subscriber accounts or by directly updating their device and SIM configurations. The product portfolio extends to include software which facilitates business between mobile network operators and their partners.

For further information about Sicap, please visit www.sicap.com

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