



DATA SHEET



KEY BENEFITS

Increase Revenue Per User

The VeriSign managed services approach helps lower operating costs and total cost of ownership, leading to a faster return on investment (ROI) than is available from an in-house solution. A relationship with VeriSign can reduce risk and enable service providers to focus more resources on core business operations.

Time to Market

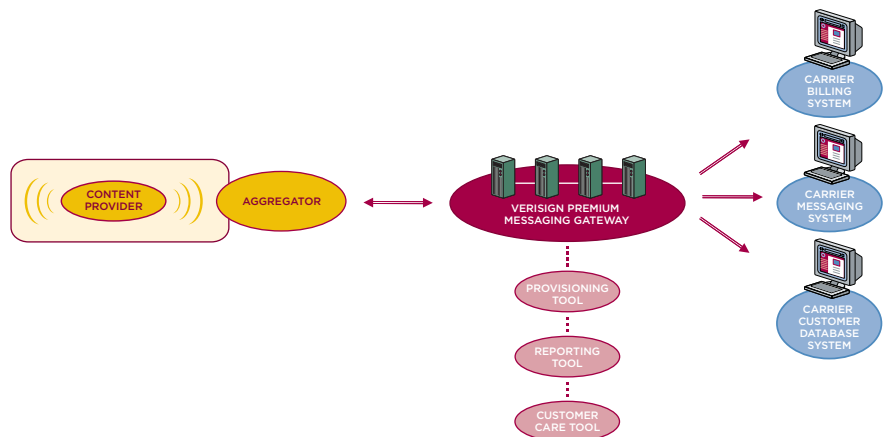
VeriSign offloads much of the operational burden associated with delivering third-party content. The Premium Messaging Gateway infrastructure allows wireless service providers to deliver new services faster and more efficiently for a swift impact to the bottom line.

VeriSign® Premium Messaging Gateway

The VeriSign® Premium Messaging Gateway is a managed infrastructure service designed to help wireless service providers efficiently deliver premium “off-portal” content to their subscribers. Through this Web-based tool, service providers maximize data revenue streams through an information-rich environment, which allows them to bring third-party content to market quickly and efficiently.

The VeriSign Premium Messaging Gateway offers a secure and seamless, short-code, provisioning and approval process between third-party content aggregators or content providers and predefined service provider administrators, allowing wireless service providers to route, rate, and deliver premium content to its end subscribers in a constantly changing premium messaging environment.

Network Architecture



Without VeriSign Premium Messaging Gateway infrastructure, the typical provisioning, customer care, and reporting procedures are handled inefficiently by paper and email. The VeriSign Premium Messaging Gateway is designed to streamline these processes through a Web-based interface while off-loading the operational burden required with distributing and billing for third-party content services.



Where it all comes together.™



Flexible and Scalable Solution

We offer a flexible and scalable premium gateway, providing service providers with the ability to launch premium content campaigns and evaluate a product's performance in real time. The VeriSign Premium Messaging Gateway supports multiple back-end systems, such as provisioning, billing, and mediation services. We help increase average revenue per user (ARPU) and minimize integration efforts (and costs) by providing a scalable and information-rich infrastructure platform.

Peace of Mind

The financial strength of VeriSign ensures that as more advanced technologies emerge, updated solutions are supported and made available to our customers. Our heritage in security and network connectivity is proven at enabling transactions without disruption to service or revenue streams with the highest carrier-grade performance levels available in the industry. On top of all of this, we provide dedicated customer support, 24/7/365.

Management Visibility

VeriSign understands that information is everything, and hence provides secure, Web-based access to the latest download and billing results. Our reporting tools allow wireless service providers to continuously monitor and improve the performance of text-based and premium content virtually in real time. Our customer care tools allow wireless service providers to view transactions and block specific customers or short-code campaigns if requested by corporations, parents, or end users.

Examples of services supported by the VeriSign Premium Messaging Gateway include:

- Alerts and notifications
- Personalized information (such as news, weather, and sports)
- Ringtones, logos, and picture messaging
- Interactive gaming over short messaging service (SMS) and Global Packet Radio Service (GPRS)
- Community building services
- Sweepstakes, trivia, or voting applications

+ Key Components of the VeriSign Premium Messaging Gateway

- **Intelligent Message Handling**—Using short codes and keywords, VeriSign intelligently routes subscriber-originated content requests between the service provider and content provider.
- **Rating and Billing**—The VeriSign Premium Messaging Gateway is designed to support event and subscription billing for prepaid and postpaid subscribers. With our heritage and expertise in security, service providers can be confident that their subscribers' data remains secure.
- **Multi-Channel Support**—The VeriSign Premium Messaging Gateway supports orders generated from TV, print, Web, and outdoor advertising, plus direct purchases on Web sites and wireless portals. VeriSign validates customers via SMS and has direct access to number portability information, which ensures accurate customer validation, billing, and content delivery.
- **Advanced Reporting Tools**—The standard VeriSign Premium Messaging Gateway service agreement supports the following reporting functionality:
 - + Web-based, with secure user name and password.
 - + Service providers can view product performance across categories and sub-categories.
 - + Real-time performance data (maximum delay of one hour) assists service providers and content aggregators in evaluating response rates to targeted advertising campaigns.
- **Customer Care Tools**—The customer care tools are also Web-based, with secure user name and password and multiple levels of access permissions. The tools allow service providers to:
 - + View transaction details of premium SMS transactions in real time.
 - + Block specific user groups (e.g., corporate) or specific short-code campaigns at the mobile directory number (MDN) level.
- **Expansive Handset and Network Support**—The VeriSign Premium Messaging Gateway supports GSM, CDMA, Java™, BREW®, and more.
- **Dedicated Technical Support**—VeriSign operates two service centers with trained and dedicated technical and operations staff available 24/7/365 via email or phone.

Visit us at www.Verisign.com for more information.

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