



## 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.

#### *Management Visibility*

VeriSign 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 premium content service in real time. Our customer care tools allow wireless service providers to view transactions and opt-out, refund, or block specific customers or short-code campaigns if requested by end users.

#### *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

VeriSign® Premium Messaging Gateway is a managed infrastructure service that enables wireless operators to establish a centralized, single point of integration for messaging and premium billing from content aggregators and interactive messaging services.

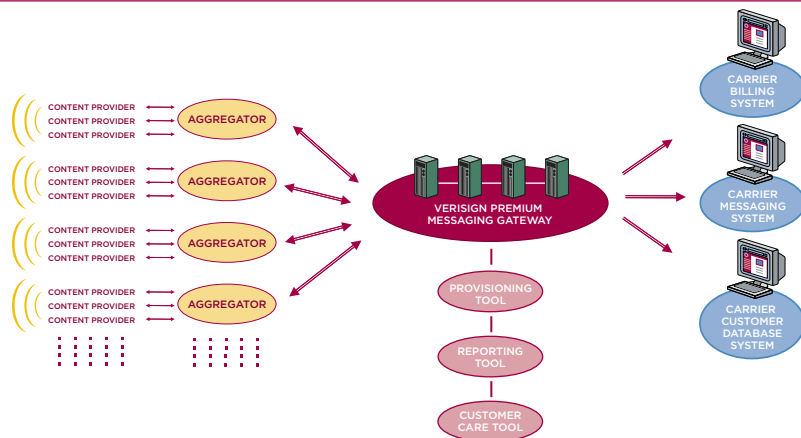
### + Faster Speed to Market

Utilizing standards-based interfaces, VeriSign Premium Messaging Gateway helps carriers monetize existing infrastructure and maximize data revenue streams by bringing third-party content to market quickly and efficiently. Carriers can improve off-portal services management via an information-rich environment that includes Web-based tools for reporting, customer care, and campaign workflow management. Subscribers benefit from an enhanced purchasing experience that results in improved customer loyalty and reduced churn.

### + Advanced Reporting

VeriSign Premium Messaging Gateway reporting tools allow wireless operators to continuously monitor and improve the performance of text and multimedia based content services. Customer care tools enable carrier agents to view subscriber transactions and perform opt-outs, blocks, and refunds, thereby increasing efficiencies and ensuring smooth settlements. With the campaign workflow management tool, wireless carriers benefit from a secure and streamlined provisioning process.

### Network Architecture



Where it all comes together.™



## KEY BENEFITS CONT'D

### *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*

VeriSign's financial strength makes it possible to support recent advancements in technology and to make best-in-class solutions available to our customers. Our heritage in security and network connectivity permits us to offer carrier-grade performance levels that are among the highest in the industry, with dedicated customer support, 24/7/365.

Examples of services supported by VeriSign Premium Messaging Gateway include:

- + Alerts and notifications
- + Personalized information (such as news, weather, and sports)
- + Ring tones, logos, and picture messaging
- + Interactive gaming
- + Community building services
- + Sweepstakes, trivia, or voting applications

### + Key Components

#### Intelligent Message Handling

- + Utilizing short codes and keywords, VeriSign Premium Messaging Gateway routes subscriber-originated content requests from the wireless carrier to the content providers.
- + Integration with wireless carrier subscriber databases and direct access to number portability information allows for accurate consumer validation, billing, and content delivery.

#### Rating and Billing

- + Event and subscription billing is available for prepaid and postpaid subscribers.
- + VeriSign's legacy of trust and security provides confidence to wireless carriers that subscriber data remains secure.

#### Multi-Channel Support

- + Support for orders generated from TV, print, Web, and outdoor advertising, as well as direct purchases on websites and wireless portals.
- + Content filtering and age verification are available for control of mature content.

#### Advanced Reporting Tools

- + Web-based reporting tools accessible via secure user name and password.
- + View of product performance across categories and subcategories.
- + Real-time performance data (maximum delay of one hour) to assist wireless carriers and content aggregators evaluate response rates to targeted advertising campaigns.

#### Customer Care Tools

- + Web-based customer care tools accessible via secure user name and password and with multiple levels of permissions.
- + View SMS, MMS and WAP transaction details in real time.
- + Block specific user groups or short-code campaigns or opt-out on behalf of the consumer.
- + Help customer care representatives perform refunds and view settlements.

#### Expansive Network and Handset Support

- + Deployable on many networks and devices (GSM, CDMA, Java™, BREW®, and more).

#### Dedicated Technical Support

- + VeriSign operates two service centers, each with dedicated technical and operations staff available 24/7 via email or phone.

**For more information, visit [www.VeriSign.com](http://www.VeriSign.com).**