

OPPORTUNITY

With its reach and richness, Mobile phones are fast becoming the most effective medium for Advertisements.

C-SAM's Mobile Advertising solution enables Advertisers to place Ads at withing C-SAM's Mobile Application at several locations while User is browsing or accessing other services.

From Advertiser's perspective, C-SAM's solution allows them to run effective & highly targeted campaigns by enabling them to reach out to the right audience at the right time. Additionally, Actionable Ads provide an opportunity to convert an Advview to a user action (SMS, Call, Email, Redirection to a Website etc) eventually leading to a potential Sales/Revenue opportunity.

From User's perspective, Ads are non-intrusive and rich in terms of user experience.

C-SAM'S MOBILE ADVERTISING SOLUTION

C-SAM provides a unique and patented **Mobile Transaction Platform (MTP)** that enables Advertisers to place Ads within C-SAM's Mobile application.

MTP consists of a downloadable mobile application (**OneWallet**) for Consumers and an intelligent backend system (**Wallet Service Center**) that establishes secure interfaces with backend systems host systems and provides Ad management functionalities.

Consumers can view Ads while browsing through the Applications. Additionally, Advertisements are actionable allowing user to initiate an action such as SMS, Call, Launch Website etc.

C-SAM's carrier-grade platform has evolved through extensive research and development over the last twleve years for which eleven patents have been issued and twenty applications are pending.



The platform supports different handset environments and mobile carrier networks, as well as Near-Field-Communication (NFC) based secure proximity transactions over mobile phones for payment & non-payment applications. C-SAM's unique security architecture enables providers to configure different trust models, and effectively aggregate applications from disparate domains without adversely affecting their existing risk management practices.

The platform's device and network agnostic solutions, with support for multiple mobile device platforms and channels, and support for search and transaction based advertising, personalized coupons and promotions, and integration of 3rd party open content, coupled with development tools and APIs for quickly developing & launching additional services provides customer with the necessary competitive advantage.



MOBILE ADVERTISEMENT FEATURES

C-SAM's Mobile Advertisement solution contains several features such as:

Rich & Captive		Actionable	
<ul style="list-style-type: none">• Support for Banner, Flash and Full Screen Ads• Non-Intrusive	<ul style="list-style-type: none">• Opt –In profile driven coupons• Rich & Visual Ads for better User Experience	<ul style="list-style-type: none">• Click to Call• Click to SMS	<ul style="list-style-type: none">• Click to open a WAP/WEB Browser

BENEFITS

Consumer	Advertiser
<ul style="list-style-type: none">• Non Intrusive• Informative	<ul style="list-style-type: none">• Reduced cost of Advertising• Effective, Targeted• Result Oriented Advertisement – Quantifiable with Sales data



IMPLEMENTATION

The MTP consists of a turnkey solution, which includes the product, system integration, training and maintenance. C-SAM would set up and brand the MTP as per bank's requirement, and develop the necessary secure interfaces with its back-end systems. The MTP can be scaled to offer other payment and value added services.

C-SAM Support for multiple deployment models, including On-Site, Hosted and ASP/SaaS. Additionally, C-SAM provides Tier II & III Technical Support and with option for integrating MTP with Provider's Self-Care Portals

Platform support for multiple user and transaction based business models, to build the necessary ecosystem of service providers and partners, to offer subscribers a rich bouquet of secure transactional services on their mobile phones.

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