

### OPPORTUNITY

In the intensely competitive world of ticketing, technology will continue to influence profitability and ensure customer loyalty. Internet ticketing has changed the complete paradigm by enabling the airlines, railways, movie theaters to directly deal with customers, bypassing the agents. This has added to the customers' convenience and helped the companies reduce costs and pass the benefit to the customers.

C-SAM's unique solution takes the internet based ticketing a step forward and extends it to the mobile phone. It enables customers to receive and store an electronic ticket on the mobile phone in form of 2D Barcodes or as a digital token on the NFC enabled phones. It also enables the customers to search & buy tickets using the mobile phone from **anywhere, anytime**. Mobile ticketing is here to stay.

### C-SAM'S MOBILE TICKETING SOLUTION

C-SAM provides a unique and patented **Mobile Transaction Platform (MTP)** that enables Airline, Railways, Bus Operators and Movie Theatres to offer Mobile Ticketing and other Value Added Services (VAS) electronically, wirelessly and securely to their customer on the mobile phone.

MTP consists of a downloadable mobile application (**OneWallet**) for Consumers and an intelligent backend system (**Wallet Service Center**) that establishes secure interfaces with Bank's backend systems.

Consumers have access to a host of Mobile Ticketing functions ranging from checking ticket availability to checking fares and booking tickets.

C-SAM's carrier-grade platform has evolved through extensive research and development over the last eleven 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 TICKETING SERVICES

C-SAM's Mobile Ticketing solution contains several canned services and functionalities.

Supported services include:

E-Tickets		Payments	
<ul style="list-style-type: none"> <li>Reservations</li> <li>Preference/City/Meal</li> <li>Itinerary Review</li> </ul>	<ul style="list-style-type: none"> <li>Passenger List</li> <li>Frequent Destinations</li> <li>2D &amp; NFC Tickets</li> </ul>	<ul style="list-style-type: none"> <li>MyCard/E-Wallet</li> <li>Transaction Status</li> <li>Transaction history</li> </ul>	<ul style="list-style-type: none"> <li>Reward Point Status</li> <li>Redemption</li> </ul>
Schedule		Loyalty	
<ul style="list-style-type: none"> <li>Status</li> <li>Arrival/Departure</li> <li>Locations</li> </ul>	<ul style="list-style-type: none"> <li>Time &amp; Frequency</li> </ul>	<ul style="list-style-type: none"> <li>Miles &amp; Rewards</li> <li>Buy Gifts/Redeem</li> <li>Transfer</li> </ul>	<ul style="list-style-type: none"> <li>Offers &amp; Promotions</li> <li>My Profile</li> </ul>
Information		Value Added Services	
<ul style="list-style-type: none"> <li>Locator Services</li> </ul>	<ul style="list-style-type: none"> <li>Weather/Traffic</li> </ul>	<ul style="list-style-type: none"> <li>Mobile Ads</li> <li>P2P/Bill Payment</li> </ul>	<ul style="list-style-type: none"> <li>Refer-a-Friend</li> <li>Other services</li> </ul>



Rail Ticketing



Air Ticketing



Bus Ticketing



Movie Ticketing



### BENEFITS

Consumer	Provider
<ul style="list-style-type: none"><li>• Increased Convenience</li><li>• Reduced theft, fraud and mismanagement</li><li>• Ability to maintain electronic records</li><li>• Access to other Value Added Services</li><li>• Time Saving</li></ul>	<ul style="list-style-type: none"><li>• Acquire New Customers</li><li>• Offer New Products &amp; Services</li><li>• Enhance Customer Relationship</li><li>• Offer Personalized Solution</li><li>• Reduce Channel/Support Cost</li><li>• Reduce Churn</li></ul>

### 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 Bank/Telco'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.

### CONTACT INFO:

One Tower Lane, # 1825 Oakbrook Terrace, IL 60181, USA

Phone: +1.630.928.0890

Fax: +1.630.928.0891

E-mail: [info@c-sam.com](mailto:info@c-sam.com)

