

OPPORTUNITY

Urbanization is here to stay and rise. As per the UN report, about half of the world's population lives in cities and the influx in the cities will continue to swell. On one hand the large cities present a plethora of economic opportunities and possibilities; while on the other hand the citizens are often always in a rush to address their personal and professional needs. In addressing these needs; transit by bus or train takes a pivotal role wherein a significant amount of time is spent in activities like standing in the long queues for buying tickets, applying and renewing passes so and so forth.

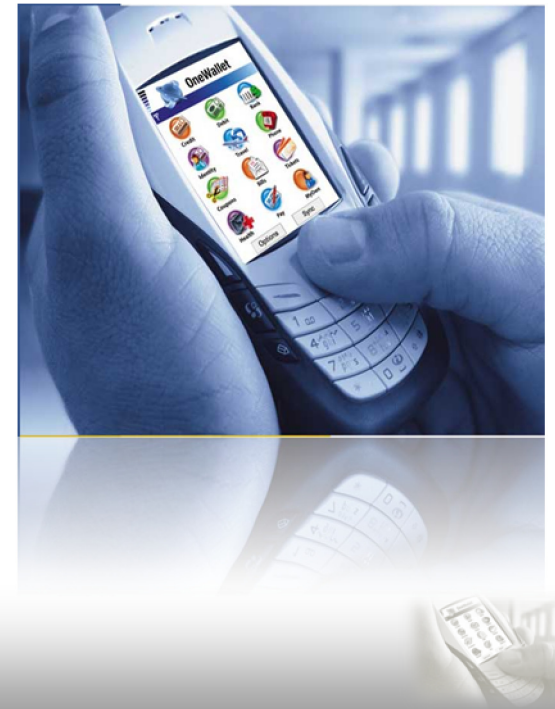
C-SAM believes that the time for these peripheral activities can be radically reduced by its Mobile Transit solution. The solution enables customers to purchase tickets, plan trips etc anywhere anytime over the mobile phones bringing them a world of convenience.

C-SAM'S MOBILE TRANSIT SOLUTION

C-SAM provides a unique and patented **Mobile Transaction Platform** (MTP) that enables service providers to offer Mobile Transit 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 various backend systems.

Consumers have access to a host of Mobile Transit functions ranging from checking schedules to paying for transit pass.



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 TRANSIT SERVICES

C-SAM's Mobile Transit solution contains several canned services and functionalities. Supported services include:

Tickets & Passes		Payments	
<ul style="list-style-type: none"> Purchase Tickets 	<ul style="list-style-type: none"> Apply for Pass Renew Pass 	<ul style="list-style-type: none"> Transaction Status 	<ul style="list-style-type: none"> Transaction history
Schedule & Trip		Offers	
<ul style="list-style-type: none"> Check Schedules 	<ul style="list-style-type: none"> Plan a Trip 	<ul style="list-style-type: none"> Miles & Rewards Buy Gifts/Redeem 	<ul style="list-style-type: none"> Offers & Promotions
Information		Value Added Services	
<ul style="list-style-type: none"> Locator Services View Map 	<ul style="list-style-type: none"> Weather/Traffic 	<ul style="list-style-type: none"> Mobile Ads P2P/Bill Payment 	<ul style="list-style-type: none"> Refer-a-Friend Other services



BENEFITS

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

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 city administration'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 Service Provider's Self-Care Portal.

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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