

OPPORTUNITY

One of the key aspect of a progressive governments is to continuously create a comfortable, transparent, and economical interaction between government and citizens. Concept of e-Governance has come of age in various countries & cities and technology has played key role in transforming Government processes and changing the way Government interacts with its citizens.

C-SAM's mCity solution takes e-Governance to the next level provides convenient access to a range of City Services and Information on mobile phones and other devices across various wireless networks. mCity provides convenience, flexibility, and security to its citizens and tourists, increasing the administration's productivity and efficiency, and consequently reduces costs and generates additional revenues.

C-SAM'S CITY CARD SOLUTION

C-SAM provides a unique and patented **Mobile Transaction Platform** (MTP) that enables the City governments to transactional and non transaction services 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 Service Provider's backend systems.

Consumers have access to a host of City services ranging from accessing Government official address to paying utility bills and taxes.

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 CITY SERVICES

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

Info	City Desk	Security
<ul style="list-style-type: none"> • Directory • Events • Visitor Center 	<ul style="list-style-type: none"> • Help • Complaints • Payments 	<ul style="list-style-type: none"> • Emergency / SOS • Panic • Crime Reporting
City Card	Parking	Transit
<ul style="list-style-type: none"> • P2P Payments • Prepaid / Credit / Debit • Banking Services 	<ul style="list-style-type: none"> • Weather/Traffic • Search • Cashless Payments 	<ul style="list-style-type: none"> • Routes & Schedules • Make-My-Trip • Payments
Ticketing	Coupons	Partners
<ul style="list-style-type: none"> • Search • Buy & Store • 2D Bar Code Validation 	<ul style="list-style-type: none"> • Push & Pull Issuance • Management • 2D Bar Code Validation 	<ul style="list-style-type: none"> • Cards & Applications • Account Management • Value Added Services



BENEFITS

Users	Government
<ul style="list-style-type: none">• Increased Convenience• Ability to maintain electronic records• Access to other Value Added Services• Time Saving	<ul style="list-style-type: none">• Mobile Interface to City-Services• Enhance Visibility & Offerings• Increase People Participation• Reduce Costs & Increase Revenues• Complement City Infrastructure

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 Service Provider'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 City's Self-Care/e-Governance 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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