

PROGRESS[®] SITUATION-BASED PROMOTION SOLUTION

OVERVIEW

Mobile Communications Service Providers (CSPs), facing high customer churn rates in saturated, hyper-competitive markets, know that keeping their existing customers is just as important as winning new ones.

Situation-based marketing campaigns can dramatically improve customer satisfaction and loyalty, but they have presented several key challenges for mobile CSPs. It typically takes a long time to set up a campaign and to obtain customer responses, and it is difficult to manage the campaign in real-time in order to improve response rates.

The **Progress RPM™ Situation-based Promotions Solution** (SBP) meets these challenges, enabling mobile CSPs to reduce campaign lead times to hours, process campaign responses in minutes, and achieve double-digit campaign response rates.

HIGHLIGHTS

- > End-to-end visibility across customer mobile call patterns
- > Real-time event correlation of customer patterns
- > Business users define business rules and criteria for promotions
- > Continuous evolution of promotional plans for targeted offerings

PICTURE THIS!

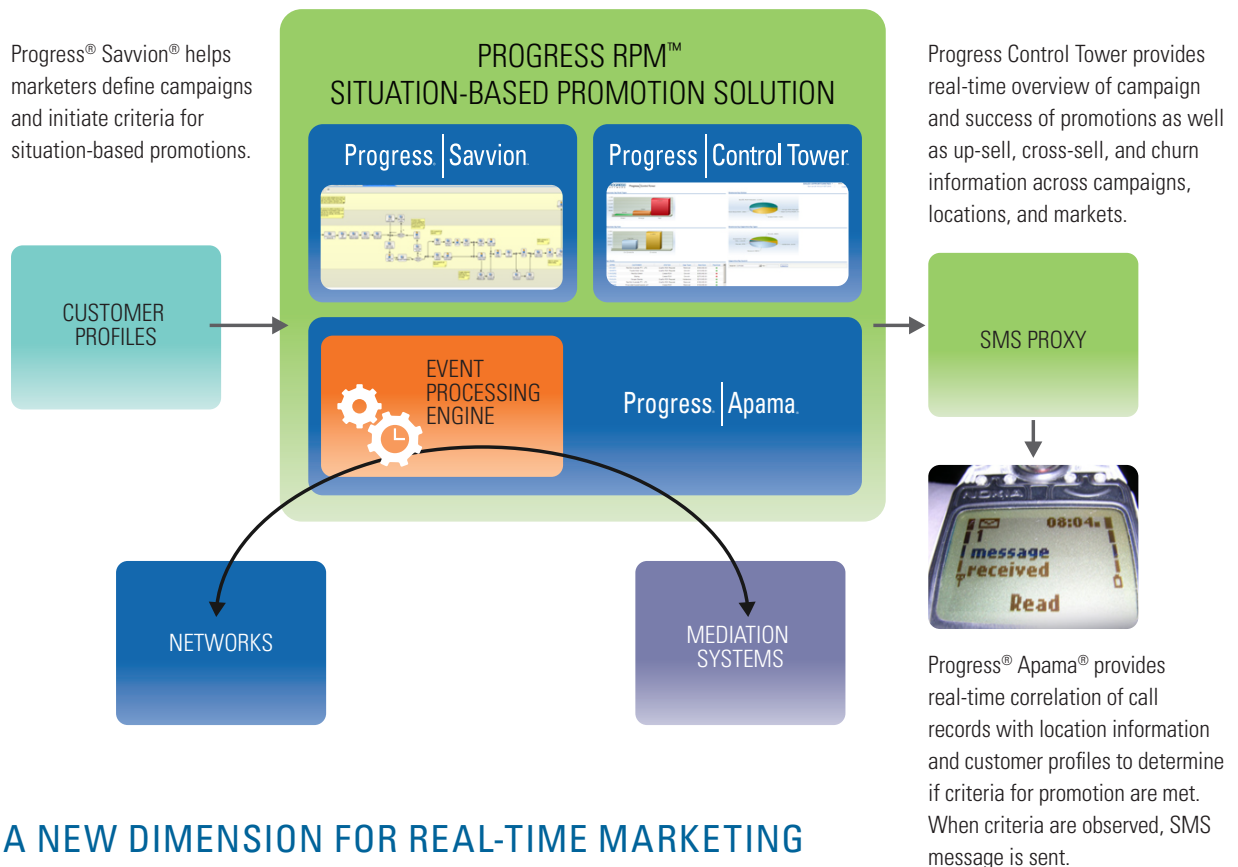
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HOW IT WORKS

All call detail records (CDRs)—potentially **millions per minute**—are analyzed using dozens of rules related to customer behavior, preferences, subscription type, call volume, and other factors.

The **Progress Control Tower™** provides real-time feedback regarding campaign success and gives marketers the ability to fine-tune campaign parameters without requiring them to redeploy rules.

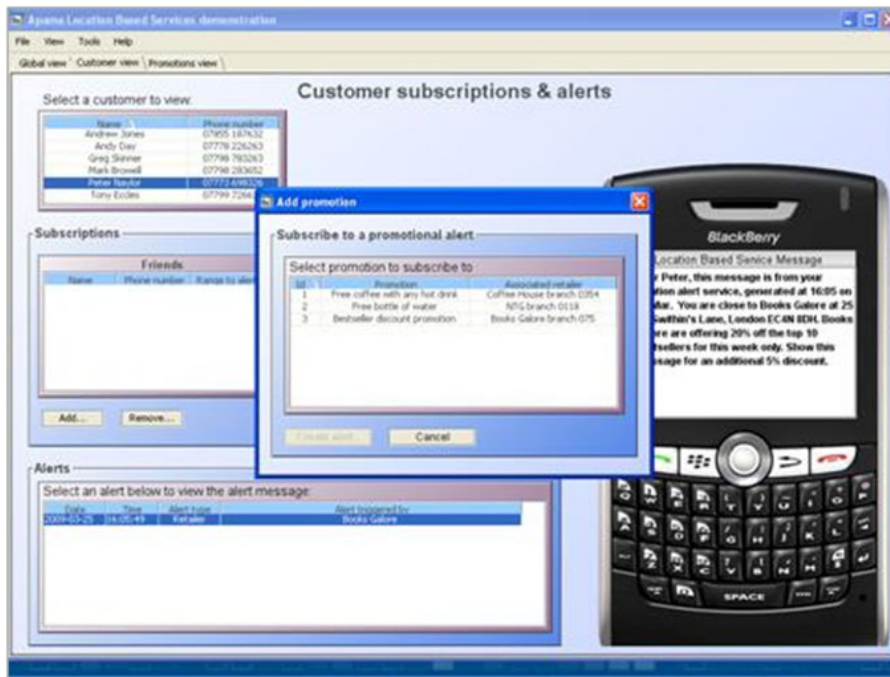


A NEW DIMENSION FOR REAL-TIME MARKETING

With the SBP Solution, mobile CSPs can:

- > Respond immediately to customers' behavior with timely, relevant, personalized marketing offers
- > Instantly find and respond to a specific customer in the flow of operational data from millions of calls and millions of text messages per minute

- > Alert customers to a discount offer based on their location, profile and real-time behavior. For example, a mobile CSP could remind subscribers to upgrade their phones with a discount when they are near a store



BENEFITS

- > **Real-time promotions:** Marketers can target highly personalized offers to high-value customers by combining real-time information with customer data and preferences.
- > **Real-time campaign optimization:** Marketers own the entire campaign process and are able to receive instant feedback on the offers they generate—immediately seeing the effectiveness of an ongoing campaign and adjusting it continuously.
- > **Reduced campaign lead times:** Because the need for IT involvement is minimized, marketers can develop completely new campaigns in hours instead of weeks.

- > **Increased customer satisfaction and loyalty:** By executing targeted campaigns based on a customer's profile, current situation and activity and by optimizing ongoing campaigns, mobile CSPs can retain their existing customer base by delivering improved customer service and attractive offers at critical times.

Progress Software empowers communications service providers to enhance the overall experience of their customers in a way that traditional B/OSS solutions cannot by providing them with highly adaptable, quick-to-implement solution that best leverage their existing B/OSS assets. Many of the worlds leading communication companies use Progress, including Belgacom, Level3, Qwest, Alcatel-Lucent, China Mobile, Verizon, Frontier Communications, H3G – 3 Italia, Huawei, Sprint, Portugal Telecom, Orange UK, One.Tel HK, Cablevision, Telecom Italia, and many more.

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PROGRESS SOFTWARE

Progress Software Corporation (NASDAQ: PRGS) is a global software company that enables enterprises to be operationally responsive to changing conditions and customer interactions as they occur. Our goal is to enable our customers to capitalize on new opportunities, drive greater efficiencies, and reduce risk. Progress offers a comprehensive portfolio of best-in-class infrastructure software spanning event-driven visibility and real-time response, open integration, data access and integration, and application development and management—all supporting on-premises and SaaS/cloud deployments. Progress maximizes the benefits of operational responsiveness while minimizing IT complexity and total cost of ownership.

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Rev. 05/11 | 6525-132436

