OpenMarket®

The Most Reliable Mobile Transaction Hub

WITH OPENMARKET, YOU CAN:

- Sell mobile content like ringtones, games and social networking programs
- Send news and information alerts that increase brand awareness and loyalty
- Launch mobile marketing campaigns and promotions using SMS and MMS
- Use SMS advertising to deliver targeted messages to your consumer base
- Deliver innovative enterprise applications and financial services programs

OpenMarket™ operates the largest, most reliable mobile transaction hub in the United States. We provide a comprehensive set of messaging, payment and emerging services to meet mobile business needs.

Whether you are large retailer or small start-up business, you need a partner that gives you a competitive advantage and access to the largest possible mobile audience. Simply put, OpenMarket empowers businesses to optimize their marketing initiatives and strengthen customer relationships by leveraging the off-portal mobile channel. And, we give you over 15 direct mobile operator connections, allowing you to reach the most US mobile subscribers.

At OpenMarket, we are 100% focused on providing superior mobile messaging, delivery and payment services for your business. Only OpenMarket provides the unique technology, service and business model you need to succeed in the ever-changing world of mobile.



ABOUT OPENMARKET

OpenMarket is the largest and most reliable mobile transaction hub in the United States. We provide a comprehensive set of messaging, payment and emerging services to meet mobile business needs. From the largest consumer brands to the smallest new ventures, OpenMarket empowers businesses to optimize their marketing initiatives and strengthen customer relationships by leveraging the off-portal mobile channel. OpenMarket provides the most direct mobile operator connections in the U.S. market today. OpenMarket is a business of Amdocs. For more information, please visit www.openmarket.com.

THE OPENMARKET ADVANTAGE

1. Superior network reliability
- Demonstrated 99.9% availability
- Network, service and carrier connectivity redundancy
- Scalability to support aggressive business growth

2. Broad industry expertise
- Extensive operator infrastructure and systems knowledge
- Industry leader in the Mobile Marketing Association (MMA) and CTIA
- Fast submissions to operators for program approval

3. Focused business model
- Specialist as a transaction processing network
- US market focus with off-portal mobile channel expertise
- Platform designed and built for timely and accurate transaction processing for revenue optimization

4. Exceptional customer service
- Commitment to providing robust technical support services
- Responsive support personnel dedicated to resolving issues quickly and efficiently
- Account management to support your business success

5. Dominant US market position in the US
- Over 15 US direct operator connections reaching the largest addressable mobile market
- "Tier one" aggregator based on current market share
- Most robust product platform for messaging and payment transaction processing

6. Business and financial stability
- Backed by multi-billion dollar public company with published financials
- Established mindshare and trusted relationships with US operators
- Provide faster payments and reliable revenue predictability with OpenMarket's *FastPay™* program

GET STARTED WITH OPENMARKET TODAY!

Are you looking for fast program launches to the largest addressable mobile audience in the US? Start making money now by leveraging the OpenMarket Advantage. Find out how OpenMarket can help you optimize your mobile business by contacting us at **www.openmarket.com** or **+1.877.277.2801** and get started today!

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