



# content ready

A simple concept.  
Enormous implications.

Introducing the **Content Ready** platform - the hub that forms the core of Psitek's entire content and data services solution. Its crucial functions and impressive features make Content Ready a powerful yet flexible software platform, guaranteed to revolutionise your business.

## Making it happen

Five very important elements work closely together, ensuring the Content Ready platform delivers on its promises:

### 1. Communication - the key to a successful relationship

First up, is the intricate **Design Interface**. The platform communicates with all Psitek's Content Ready-enabled devices via a GPRS data network. This ensures that transactions initiated from devices in the field are performed at optimum speed. Users are also able to manage and configure both their devices and the services on offer via the platform – all courtesy of the Internet. The user-friendly interface is web-based, so the platform is always within reach.

### 2. Going places

The **Application Director** is the 'traffic controller' of the Content Ready platform, directing incoming messages and requests from Psitek's content and data enabled terminals - out in the field - to the appropriate business application. Many services will be managed and dispatched from the Content Ready platform (such as airtime reselling) and in some instances, a third party service provider will be required to handle the request. In this case, the **Application Director** will steer the request in the right direction, ensuring a speedy response.

Looking at this process a little closer, the Application Director will identify the menu from which the incoming request came, and match it with the corresponding service on the platform (unless the request is intended for a third party provider). Once matched up with the correct service, the business logic aspect of the platform takes over, after which a message is directed back to the originating device, completing the transaction.



### 3. Configuration and management

The **Business Logic** element enables the platform to manage incoming messages, register new users, set up devices and the system to suit business requirements - all with the utmost convenience and ease of use. Four important business logic features streamline this process:

- **Creating groups and assigning rights**

Psitek's Content Ready platform allows the user to set up sub-groups below him or herself. These sub-groups can be created to reflect the geographical or any other split which the user of the system might deem appropriate. Once these groups are created, the platform will allow the user to easily - and efficiently - filter through the different groups, reporting on the performance of each group.

In addition to viewing the results of specific groups, the Content Ready user will also be able to set up different margin structures for each group. This will be appropriate whenever i.e. a specific group of devices/vendors underperforms and needs to be incentivised.

Last but not least, Content Ready allows main users to provide sub-group users controlled access to their sub groups. For example, the main user can register a new user with the right to view only a specific sub-group - drawing reports on the sub-group only. This will facilitate a more efficient deployment of devices as users further down the group structure can still have visibility of their deployed units and their performance. The user can personally set the margins for each group, per individual service offering. This freedom to specify the margin comes in very useful as margins may differ depending on the service offered or the group in question.



#### • Details, details, details

Once the user has created a group, device details must be allocated to the individual vendors. The Content Ready platform is able to capture comprehensive device and vendor information, with details such as vendor contact details, deployment location and multiple operator rights. Capturing device information on the platform is easy - choose between importing device files, manually adding devices or registering automatically (when the device reports in for the first time). What could be simpler?

#### • Choose the services you want

Using Psitek's *Menu Maker*, the user can create unique menus for specific services that are supplied by third party content providers. The new menu is then added to the Content Ready platform, at which point the user must choose to which devices the new menu will apply. Once the devices have been selected, they will be automatically upgraded when next they report in to the platform. So convenient. It goes without saying that Psitek will continually expand to include new services to be available via the Content Ready platform. As these services become available, the new menus can be applied to devices in the field - all via GPRS. In cases where updates need to be made to existing menus, 'delta changes' (changes only) will be administered to devices in the field. No expensive downloads. No waiting around.

#### • Show them the money

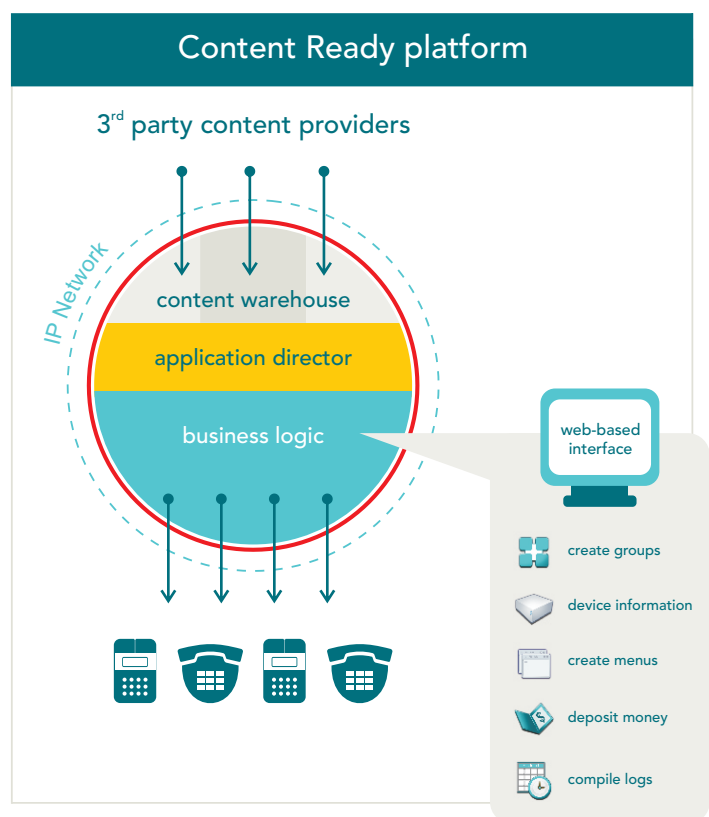
As the platform will not allow the vendor to sell any content and data services until a positive balance reflects in the device wallet, money must first be deposited into the device aggregator's bank account. These bank accounts are closely integrated with Content Ready. Depending on whether a real time banking interface to a specific bank exists, as soon as the deposit has been made, the platform allocates it to the device aggregator's Content Ready holding account. The user can then allot the received funds to the relevant vendor's device - quickly and conveniently.

### 4. Content warehouse

Electronic stock - or content - is safely stored on the Content Ready platform, in a virtual warehouse which monitors the *allocation* and *amount* of stock. In this way, all stock is ready to be dispatched to a Content Ready-enabled device as soon as a request is received. When a device initiates a request, the platform checks the device's wallet thereby to authenticating the device. It then deducts money from the wallet, (taking the margins set by the user into account) and sends the electronic content to the device. The virtual warehouse has a highly efficient 'stock controller' which ensures stock never runs out. No downtime. No waiting. No revenue loss.

### 5. Reporting, auditing and financial management

Content Ready compiles accurate and up to date logs on all content and data transactions. Information with regards to transaction details, fund deposits and transfers, stock control, you name it - it's all reflected on the logs. This enables the users to extract detailed reports on any aspect of their business - whether its on general transactions, a specific device transaction or group transactions, helping the user calculate performance, margins and profit, etc. These reports can be viewed on-screen or downloaded as an Excel spreadsheet or .csv file - all over the Internet.



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