iSign

Quality in each call

08-2020

What is iSign?

Sometimes you will encounter problems when you call a partner but the partner doesn't know who you are because you are not in their contacts. iSign was born to solve that problem for customers in the most convenient way model.

The **iSign** is a calling signature service allowing subscriber to customize a text or an icon message on their own mobile phone. This is displayed on their partner's phone screen during a phone call, without mobile data or application.

Commercial effect:

- Express the interest of operators
- Increase operators revenue
- Create a competitive advantage

How does iSign work?

1. Subscribers register service by SMS (daily or weekly package)
2. Subscribers create the sign content via send an SMS to service Shortcode
3. System will notify about result of creating sign content, if sign content is valid, system will store this content into storage
4. Completed, from now on the call of the subscriber to another partner, the signature will be displayed on the phone of the partner.

Who is customer of this service?

Services provided for the following subscribers:

- Bitel's subscribers: all prepaid and postpaid subscriber can use this service

- External network subscriber: cannot use

Example of service fee setup

Type of charge	Collection rates
daily package	0.5 soles (including Commercial Tax 5%.)
7days package	1.5 soles (including Commercial Tax 5%.)

Management and statistics

For the employees of the front office and call-center:

Administrator's WEB-console includes the functionality for managing subscribers' service profiles:

- Look up customer status
- Look up customer registering history
- Show daily statistics

For the employees of the marketing department:

Administrator's WEB-console includes the following functionality:

- Look up customer status
- Look up customer registering history
- Look up customer's sign content
- Show daily statistics

Business Model

We proposes the following business-model options:

Option 1: Revenue sharing:

- The iSign solution is provided on Vietnam, including the platform delivery, installation and integration work, technical support on the revenue sharing conditions, from the service in the following ratio - 60% Operator / 40% supplier.

Option 2: Rental solution (monthly fee):

- The price for retail solution (software) shall be discussed individually with the Operator
- Technical support: 24/7

It is possible to launch the project within 1 month after receiving the final confirmation from the Operator.
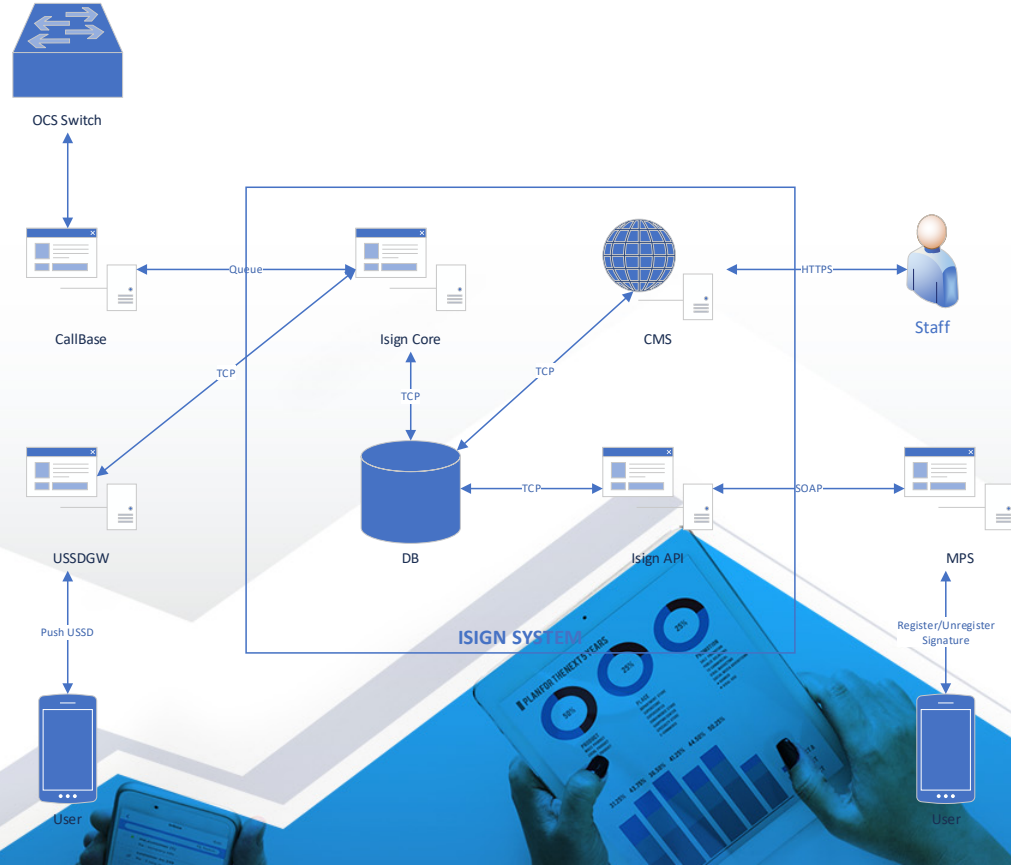
Technical requirements

To organize the service work, the Operator needs to:

- Connect to MPS

- Connect to USSDGW

- Connect to Callbase System

Network integration scheme

Thank you!