

smartamobile

The saturation of mobile phones means they can open up new ways for businesses to connect with their clients.



As mobile devices become increasingly sophisticated they are able to support improved mobile offerings in a couple of key ways.

- Large colour screens provide an improved user experience
- Increased processing power allows devices to support key technologies such as SSL, encryption, NFC, Java/J2ME

These devices coupled with advanced infrastructure has led to meaningful mCommerce becoming a reality. However, established technologies supported by the vast majority of devices already in the field, such as SMS, continue to drive innovative services and solutions.

The mobile phone can be used to deliver a highly personalised user experience and also provides natural back channel for companies to collect valuable data.

Services

We can help you to quickly create and develop your mobile presence. We can help in several areas including;

- **Consulting and Strategy.** Helping you to shape and define your offering
- **Rapid prototyping.** For demonstration and Proof of Concept/Pilot systems
- **Service creation.** Development of new services. Utilizing and optimizing existing assets for mobile deployment where appropriate
- **System Integration.** Deploying mobile solutions into existing infrastructure to create integrated services
- **Deployment.** Deployment of prototype and live services from our hosting platform.

We will help you integrate your mobile offering into your existing infrastructure. This approach provides several key advantages

- **Maximizes** ROI of your existing assets
- **Allows** rapid service deployment and updates
- **Increases** consistency of user experience across all channels
- **Lowers** ongoing costs

Why Smarta?

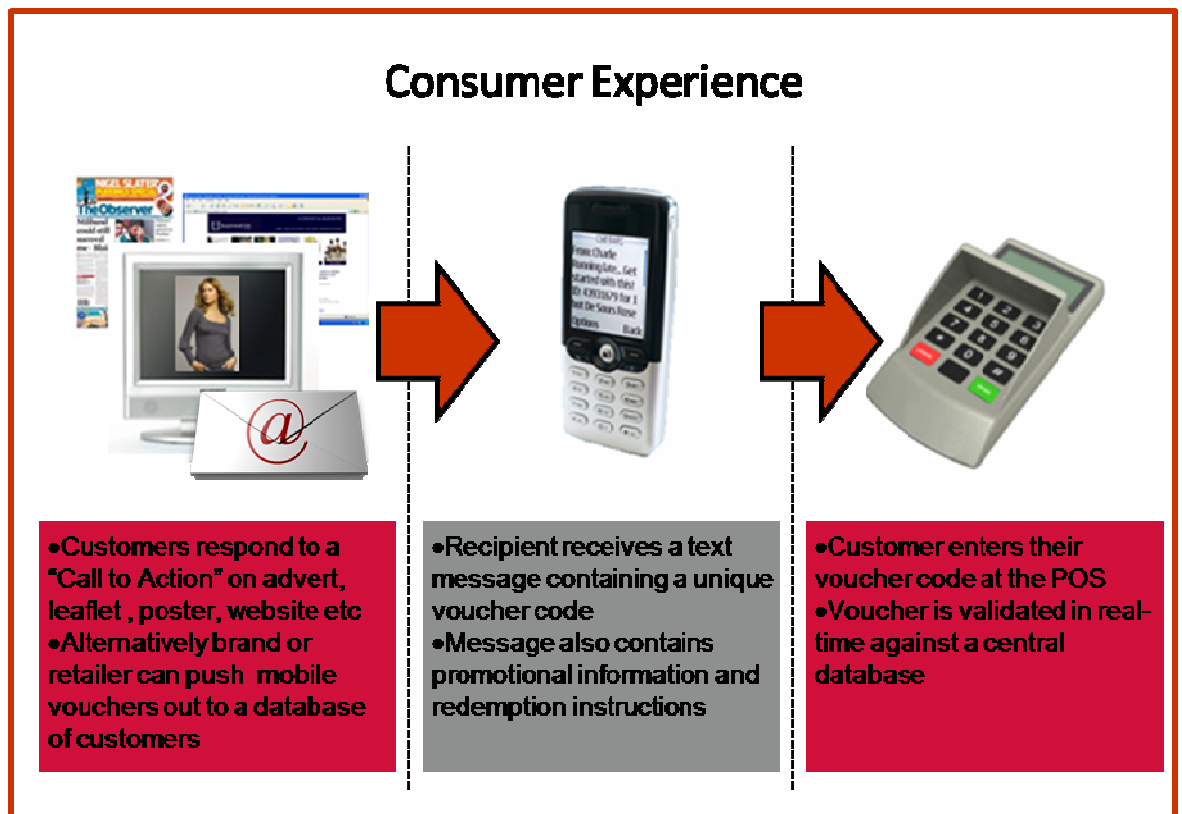
- **Best of both worlds.** The flexibility and service of a smaller organisation backed by the support infrastructure of our partners
- **Extensive** experience of whole software and service development lifecycle
- **Deep** knowledge of mobile devices and complimentary technologies such as web, smart cards, NFC, eCommerce, payments, J2ME, Windows Mobile
- **Integrated approach.** Use of existing assets to create integrated solution.

Solutions - Mobile Vouchers

Mobile vouchers are an exciting new technology that exploits the use of the mobile phone and the internet as unique sales channels.

The concept is simple. Retailers can include a “call to action” on any advertising material, whereby a customer can text a single number to request a voucher for a particular offer at their store.

Customers receive a unique voucher number on their mobile phone. When the customer visits the store they enter their unique number at the Point of Sale. The number is validated in real time and the customer receives their discount.



Applications

- **Mobile Gift Vouchers.** Monetary gift vouchers issued to recipients phone
- **Mobile coupons.** Discounts vouchers/coupons
- **Loyalty.** Mobile vouchers can be used to create data driven loyalty programmes which use the mobile phone as the delivery channel
- **Promotions.** Can be used to drive instant win and draw entry promotions

Benefits

- **Increased** store traffic
- **Rapid deployment.** Allows businesses to react quickly to opportunities
- **Reduced** cost of campaigns
- **Targeted** marketing campaigns via real time feedback and results
- **Low cost.** Uses existing hardware and requires minimal integration

Solutions - SMS Messaging

More and more companies are recognising the benefits of SMS as a simple and highly effective communications and marketing tool.

For example, SMS is being increasingly used by organisations such as healthcare providers to send out appointment reminders, drastically reducing the number of missed appointments.



SMS can also be used to create simple low cost marketing campaign. For more advanced applications dedicated response numbers can be put in place which allows companies to collect valuable customer data and accurately gauge the success of campaigns.

We have a range of solutions that can help you harness the power of SMS. Whatever system you use to run your business we can help you integrate it to our service and configure it to maximize the benefits for your organisation.

Bulk SMS

Bulk SMS allows you to send and receive messages to and from your clients. This can be used for a wide range of applications including;

- Marketing campaigns
- Appointment reminder services
- Client and employee notifications

Can be integrated into your system or accessed via the web.

Premium SMS

Premium SMS gives you the ability to generate income from your premium content. We can supply the infrastructure to allow you to take SMS subscriptions and reverse bill your customers each time they receive a message.

Competitions and Voting

Our competitions and voting service gives you the ability to run free or premium rate SMS competitions and votes.

Benefits

- **Low cost**, targeted marketing campaigns
- **Reduced** cost of missed appointments and no shows
- **Improved** metrics on success of campaigns using response channels
- **Simple** to integrate into existing systems
- **Flexibility** allows service to be configured to match your business needs
- **Ability** to send and receive messages

About Us

We are a solutions and consulting business focusing on electronic and mobile transactions. Using our expertise in key technologies such as smart cards and mobile we are able to offer clients a range of services including;

- Consulting
- Software Development
- Systems Integration
- Project Management

Our experience in a wide range of technologies and industry sectors means we are able to deliver integrated solutions using the right mix of technologies. We also work with our partner companies to build solutions and services based around their suites of leading edge applications.

Our aim is to create innovative, value add services that are secure and simple to use.

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