



VALUE ADDED SERVICES

generating profits

One of the most rapidly growing trends in the electronic transactions market worldwide is the incorporation of Value Added Services (VAS) in the core business practices of Service Providers and Network Operators.

Value Added Services provide you with an expanded business portfolio that offers your customers a wide range of complementary services. Third party service providers and their customers are attracted to your retail network, transforming it into a one-stop-shop, creating additional traffic generating growth and increasing profits. The latest advancements in network management and security technology enable you to leverage your existing infrastructure, enhance your competitive edge, expand your range of activities and build new revenue streams.



expanding possibilities

As customers are becoming more technology literate, more sophisticated and more demanding, you can decrease attrition and increase their loyalty by offering multiple yet personalized products and services.

These Value Added Services involve mainly:

- **Online prepaid account refills** (electronic vouchers or online top-ups for mobile, fixed-telephony and Internet)
- **Bill Collection** (utilities, taxes, fines, credit cards, telephone, pay TV)
- **Ticketing** (sports activities, transportation, cinemas, theatres, other major venues)
- **Financial transactions** (money transfers, person-to-person payments, payment of fines and penalties, etc.)
- **Mobile Content Sales** (e.g. ringtones, wallpapers etc.)

Other types of VAS providing a significant public service can be deployed in the future include:

- **Donations** (non-profit organizations)
- **Emergency broadcasting** (help lines)
- **e-government services** (tax payments, issuing of birth certificates and other official documents, etc.)
- **Voting**

increasing loyalty

Value Added Services boost market penetration by attracting new business partners and increasing customer loyalty. They enable you to fully capitalize on your existing business potential, secure cross-selling opportunities and generate additional sales, strengthening your bottom line and enhancing shareholder value.

success factors

- Effective diversification, based on innovative applications
- Minimization of time-to-market
- Simple and easy functionality
- Fast transaction processing
- Optimized and affordable operations
- Securing recurring sales

offering freedom

VAS solutions offer various implementation options based on specific needs. Different technological platforms, network environments, hardware architectures and communication channels are available.

advanced capabilities:

- Centralized Monitoring and Control
- Transaction Validation and Processing
- Multiple Analytical Management Reports
- Parametric System Configuration and Maintenance
- Remote Terminal Software Updates
- Data Transmission to Business Partners IT Systems
- Consolidation and Financial Settlement
- Risk Management and Dispute Management



delivering benefits

VAS solutions bring benefits not only to your organization but to your business partners as well.

benefits to your business partners:

- Proximity of service
- Low cost distribution channel
- Reliable network with expanded working hours

benefits to your organization:

- Expanded customer base
- Market penetration and cross selling opportunities
- Implementation of multiple payment channels
- Transparent operations through easy processes
- Flexible administration tool
- Additional revenue streams

