MMS Bazaar Bundle

a solution overview from hp
Introduce new services quickly and increase revenues with lower costs

MMS bundle partners have extensive experience in developing messaging services, specifically multimedia messaging services.

Multimedia Messaging Service (MMS) with revenue generating content
MMS technology promises to build upon the success of short messaging services (SMS) with new revenue generating capabilities. Mobile operators are excited about the potential of MMS to help increase data general packet radio service (GPRS) traffic while reaching their average revenue per user (ARPU) targets. However, many questions remain unanswered. "Will MMS be as successful as SMS? Will it go beyond basic peer-to-peer messaging and become the base of a completely new set of data services?"

These questions are important to the future of mobile operators who realize that technology for technology’s sake does not provide the increased profits required in today’s competitive marketplace. They must provide services for which end-users are willing to pay premium pricing in order to out grow and out last the competition. HP’s MMS Bundle is a complete set of applications and content from the industry’s best-known mobile messaging providers including Add2Phone, Datium, Netikos, Uniqminds, and Wireless Entertainment Services (WES).

The hp multimedia messaging service (MMS) bundle
HP originated the bundle concept with its Mobile E-Services Bazaar, a recognized mobile ecosystem that was developed by selecting best-in-class vendors, and making their services available in one package, saving operators time and money. MMS bundle partners have extensive experience developing MMS solutions. Partners collaborate closely with leading multimedia messaging service center (MMSC) suppliers and mobile handset manufacturers to ensure smooth interoperability.

Partners participating in the HP MMS Bazaar Bundle are registered members of the Developer and Solution Partner Program (DSPP) and the Mobile E-Services Bazaar, working closely with HP to create unique solutions that leverage HP’s broad portfolio of technologies. MMS Bazaar Bundle solutions are integrated by HP Consulting and integration Services (HPICS), offering carriers the convenience of using one vendor to purchase and implement MMS solutions.

Industry leading HP operations management software such as HP OpenView Telecommunications Management Information Platform (TeMIP) and HP Internet Usage Manager (IUM), add value to the MMS Bazaar Bundle by making it easier for operators to monitor service usage and activity. The MMS Bazaar Bundle applications and content can all be registered on the Mobile E-Services server (MES), which is part of the Mobile Service Delivery Platform (MSDP).

MMS Bazaar Bundle partners give operators an effective alternative because they have experience in mature MMS markets and a long history providing SMS based value-added services. Because of their participation in HP’s partner program, they have access to regional solution centers where operators can try before they buy and test proof-of-concepts. Proven interoperability and close working relationships with leading MMSC suppliers and network equipment providers (NEPs) are added benefits.

MMS bundle solutions
Applications from HP partners can interact with each other to provide a richer multimedia messaging experience for the customer. For example, Add2Phone’s messaging booster can be used to push real time content from Datium’s MMS Publisher to end-user handsets. The same content can be added as the accompanying text for the uploaded images in Netikos’ M’image library, and sound from the operator’s public library can then be added for a complete image, audio and text multimedia experience.

Add2Phone provides a messaging booster based on direct marketing with MMS, Short Messaging Service (SMS), mobile customer relationship management (mCRM), and real-time permission marketing in mobile media. For example, when text messages from the service provider or a third party are sent to a mobile device, this solution can be used to request the end user’s permission prior to sending the third party communication, giving the option to accept or decline the message. The messaging booster uses usage data to steer customers toward value added services they are likely to need. For example, if a customer downloads weather service content via SMS, the event triggers a real-time targeting module that selects an appropriate marketing message that can be added to the SMS delivered to the subscriber.
Multimedia Messaging Service (MMS) Bazaar Bundle

Service content and an accompanying marketing message are delivered to the subscriber to push SMS marketing campaigns. This represents the first step toward full-blown mobile CRM with the proven results of a low cost marketing tool that increases customer loyalty and carrier profits. Messaging revenue typically improves by 10% to 30%.

MMS bundle applications provide functionalities that can be tailored to the needs of individual operators. MMS Media from Datium is a multimedia engine, which allows the creation of different multimedia messages by combining various content in any technology supported by new handsets. For example, media information such as weather forecasts, news feeds from Reuters, or entertainment and finance information can be generated on a regularly scheduled or ad hoc basis and personalized to fit the messaging needs of the individual user. Datium services also contain ready-made trial packages with real-time news from business areas such as Information Technology and Forest Industries. This feature facilitates service launches that give a preview of new services and market possibilities.

Netikos’ Mobile Media Manager solution, also known as M®, is a web-based MMS solution that allows end users to create, edit and send MMS messages and maintain private albums of completed messages with MMS compatible images and texts. Messages and albums are visible only to their owners and those they choose to share them with. M® also has a search function that allows subscribers to find a specific picture or album, for example, from a public library with WES content and show it in a preview box. This tool makes it easy to adopt MMS services and uses Web-based folder management in addition to providing legacy support for mobile phones without MMS functionality.

Uniqminds’ PEAKm value added services (VAS) platform is a robust, scalable software product that removes the technology barrier between multi-vendor multimedia messaging solution carriers/short message service carriers (MMSCs/SMSCs) to enable standard and uniform connectivity for content and applications. At peak performance, this platform enables up to 2000 SMS and over 200 MMS messages per second on a single server setup. This important feature allows service providers to offer a diverse portfolio of mobile services. Based on open standards, PEAKm promotes interoperability and allows operators to dynamically deploy, manage and operate a best-of-breed portfolio of mobile messaging services.

Wireless Entertainment Services (WES) products provide a consistent stream of creative, high-quality content developed by professional graphic artists and musicians that can be downloaded over the air. Products include ringing tones, operator logos, picture messages, animated screen savers and comics. Branded content from the music, entertainment, and sports industries is also available.
**Benefits**
- Leverages existing infrastructure investments
- Increases revenues and profits
- Facilitates faster adoption of new services
- Increases customer loyalty and reduces churn
- Using one system for content and service lowers costs
- Speeds time to market with new revenue generating services
- Seamlessly connects content and applications to multi-vendor messaging centers
- Proven interoperability
- Access to multiple vendor solutions under the MMS bundle gives added functionality, lower operational costs and greater revenue opportunities
- Solution centers allow operators to try before they buy

**Features**
- Customers can download text, image, audio and video content
- Content is localized and tailored to suit clients’ needs
- Provides access to real-time content
- Drives customers to use higher margin, value-added services
- High capacity performance
- Branded content is available from the music, entertainment and sports industries.
- Service providers can offer a diverse portfolio of mobile services cost effectively
- Open standards based solution further promotes interoperability

**Partners**
HP’s MMS partners provide a broad experience base from which to meet customer needs.
- **Add2Phone** specializes in integrating value-added services, mobile marketing and mCommerce solutions.
- **Netika**'s accomplishments include successfully launching the first Pan-European mobile marketing campaign and launching a nationwide mobile quiz for the world’s first GSM operator.
- **Datum** has more than 10 years of experience providing enterprise business intelligence solutions such as data warehousing, content management, information distribution and publishing, and data analysis. Datum combines thorough knowledge of different business areas and advanced technical solutions such as mobility and system integration.
- **Netika** is a leader in providing mobile Internet-based solutions with installations in more than 30 operators worldwide. Its professional workforce has the combined equivalent of 400 man-hours experience in the production of value added services (VAS) in mobility solutions.
- **UniqMinds** is an experienced mobile messaging software product provider for mobile operators. UniqMinds provides the solution for managing the messaging complexity by PEAKim Platform, enabling operators to have full business control of the mobile value chain and master the service portfolio.
- **WES** a business-to-business market leader in the mobile VAS market with customers in Europe, Asia and the U.S. WES partners with the world’s most advanced wireless carriers, Internet Service Providers (ISPs), handset manufacturers, music industry leaders and copyright owners to ensure a continuous stream of new services and concepts.

**HP advantage**
Communications solutions are highly complex, and service providers must deliver even more innovative services to the market while keeping customers loyal and insulated from the complexities behind the services. In order to achieve this, service providers need strategic partners who can do more. HP offers a range of targeted, seamless solutions, integrated with partners, delivered quickly and efficiently. HP systems and solutions are open and flexible, empowering customers to customize or create value-added services. Our service capabilities provide the expertise to develop, integrate, test, install and support the most complex service launches. This one-stop shopping approach lets service providers focus on their customers – not their suppliers.

HP focuses more than 25 years of telecommunications expertise into a powerful integrated team, the Network Service Provider Business Unit (NSPBU). The NSPBU, along with 500 valued solutions partners, assists the world’s top 200 service and equipment providers, and meet the voice and data needs of hundreds of millions of wireless and wireline subscribers.

With solutions, technologies and services arrayed across servers, storage, network infrastructure, network services, operations and business support, mobile and rich media solutions, and end-user access, HP is a major player that is leading change in the entertainment industry.