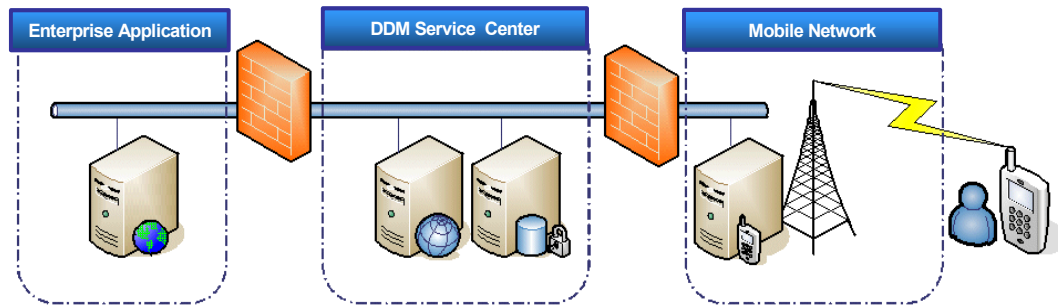


BOOKIT INTELLIGENT SMS™ SOLUTION

Authenticated end-to-end transactions for mobilizing business processes



1. THE CHALLENGE AND OPPORTUNITY

Enterprises and organizations increasingly have widespread and highly mobile customers and employees. Efficient and real-time scheduling of customer services, tasks and appointments becomes difficult and leads to bad utilization of resources as well as low customer satisfaction. Equally, measuring customer satisfaction or employee satisfaction in real-time is a challenge.

2. INTELLIGENT SMS™

The Short Message Service (SMS) has quickly become a boon to the business world as well as to consumers, but so far the technology is only scratching the surface of its potential usage. To more fully realize the benefits of SMS, businesses must integrate it into their business processes, and into their existing IT systems. When the SMS message is pushed out by a service application as part of an overall business process that is interactive with the consumer, then the enterprise has moved from traditional SMS to Intelligent SMS. The BookIT Intelligent SMS solution enables an interactive dialogue between the organization and their customers or employees - all with the goal to improve the business.

3. SOLUTION

BookIT Intelligent SMS™ enhances legacy business applications™ with an interactive dialogue with the user. The application initiates the dialogue i.e. it is a push service. BookIT Intelligent SMS service enables authenticated end-to-end transactions in open mobile and internet service networks. The service provides automatic user authentication and it enables long-term asynchronous sessions. Each user can have multiple active mobile dialogs. The usability of the Intelligent SMS service is extremely good because of its simplicity: the user does not need to know short codes for different services, or keywords, usernames, passwords, or PIN codes. User just replies to transaction messages by "one button principle": at minimum only one character is sent by the mobile user to confirm a mobile transaction. The solution is based on using standard SMS messages, and it works with all mobile terminals, independent of device manufacturers or local mobile operators.

4. TECHNOLOGY

Asynchronous sessions, dialogs, and transactions are managed by a unique, patented BookIT Dynamic Dialog Matrix™ method. DDM method uses a Dynamic Dialog Matrix, which holds persistently the state information of each user, authentication, session, dialog, and transaction. For international roaming users, a standards-based Mobile Multipass option enables the use of any operator's SIM card and it provides global connectivity for bi-directional transactions.

BookIT DDM servers are built on industry standard application server platforms and its interfaces are based on standard protocols for Internet and SMS connectivity. BookIT DDM server is available for enterprises, and DDM service center is for operators. DDM operators can offer a fully hosted service to enterprise users, so the corporate user does not necessarily need to acquire any new server equipment or mobile devices. Usually there is no end-user training necessary and there is no device provisioning needed.

5. BENEFITS

Enterprises can enhance their business processes and provide new Intelligent SMS services to their mobile customers and employees. The services can be immediately taken into use without new devices, new SW, complex configuration or training. The concrete benefits are:

- Improved utilization of equipment & resources
- Lower resource needs in call centers – lower contact costs
- Improved customer services and customer friendliness – real time reach ability
- Increased customer satisfaction
- Opportunity to up-sell services and products.

For the end-users the benefits are:

- Improved proactive services and self service opportunities e.g. improved flexibility to schedule customer services, tasks and appointments
- Less queuing to access call centers
- "One Button" method
- No service numbers, keywords or passwords to remember
- Secure automatic authentication

6. APPLICATIONS

Intelligent SMS transaction service is already in production use with many customer service and field force automation processes. BookIT success stories about Finnair's mobile check-in service, Skanska's construction safety application and Nokian Tyres customer services application can be found at <http://www.bookit.fi>. Intelligent SMS is useful in mobilizing any other customer service processes (healthcare, car services, travel, hotels, etc.) and in other field force management areas (safety, alarms, maintenance, etc.).