

iSMS® Key differentiators

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Benefits of SMS Communication

- Any GSM mobile phone is ready for SMS
- No terminal installations
- Excellent end-user reachability
 - availability: phone is always on and close to user
 - information can be both pushed and pulled
 - geographically: global
 - time-wise: e.g. during meetings without disruptions
- Preserving intimacy
- Getting attention effectively
- Readily accepted delivery channel by end-users
- Cost-effective
- Decreased error margin
- Frank / to the point communication
- Swift delivery

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Extend SMS Features
with Back-End logic

and you get a:

Full-blown interactive Enterprise Process Mobilization !

iSMS®

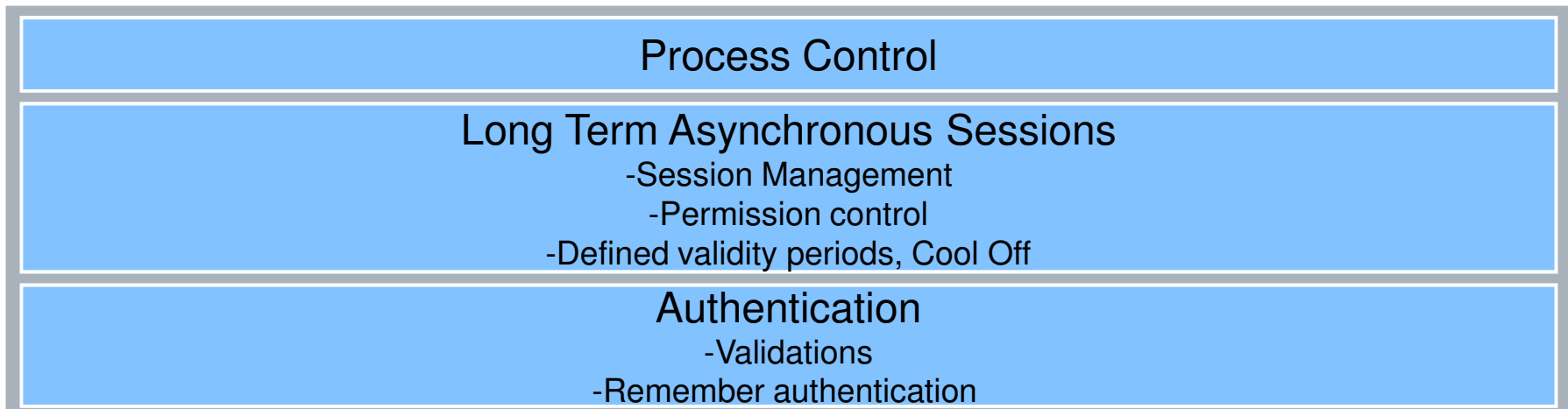
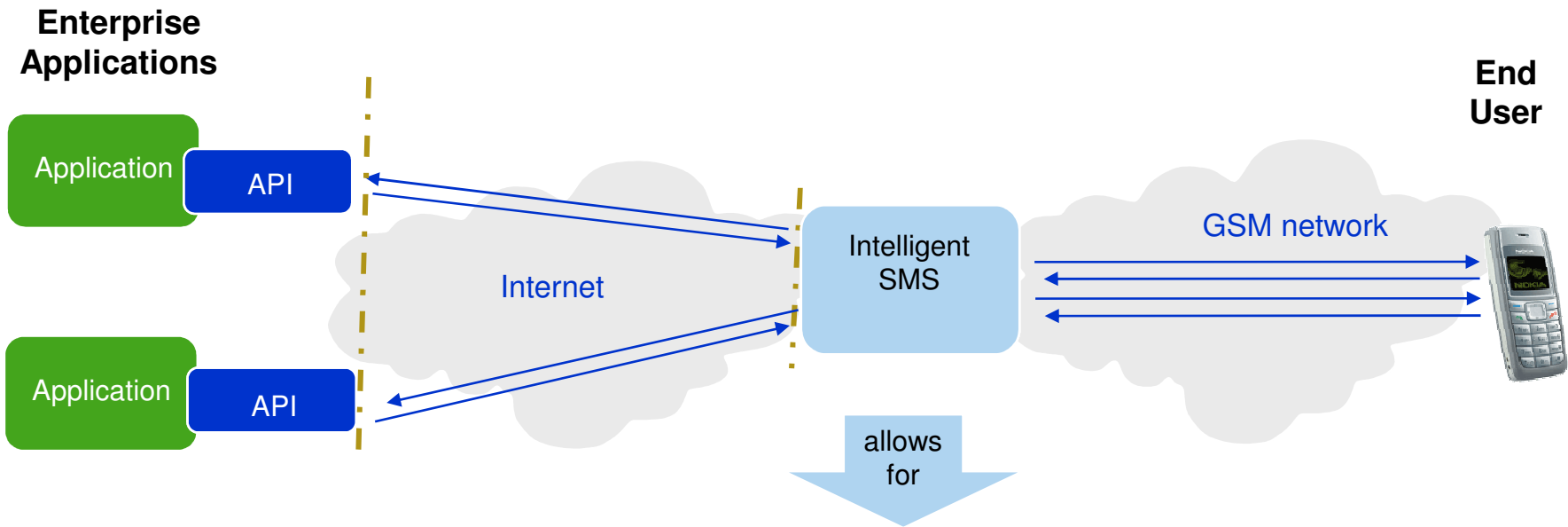
**The only proven 2-way SMS Solution with
Session Management !**

- Proven DDM™ session management
- Enables Process-driven communication
- Automatic strong authentication / no passwords !
- Full roaming capabilities

And: Easy to use – just try it !

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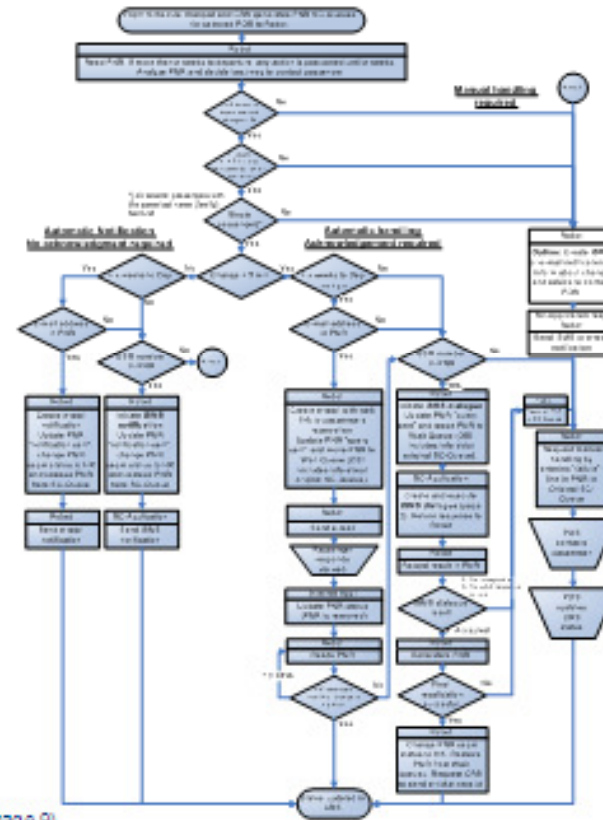
iSMS[®] Principle



Process Control Example

Example of actual process defined for iSMS[®] usage

5. Detailed Flow Chart (1)



DDM enables to mobilize processes and control them

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TRADITIONAL SMS VS. ISMS®

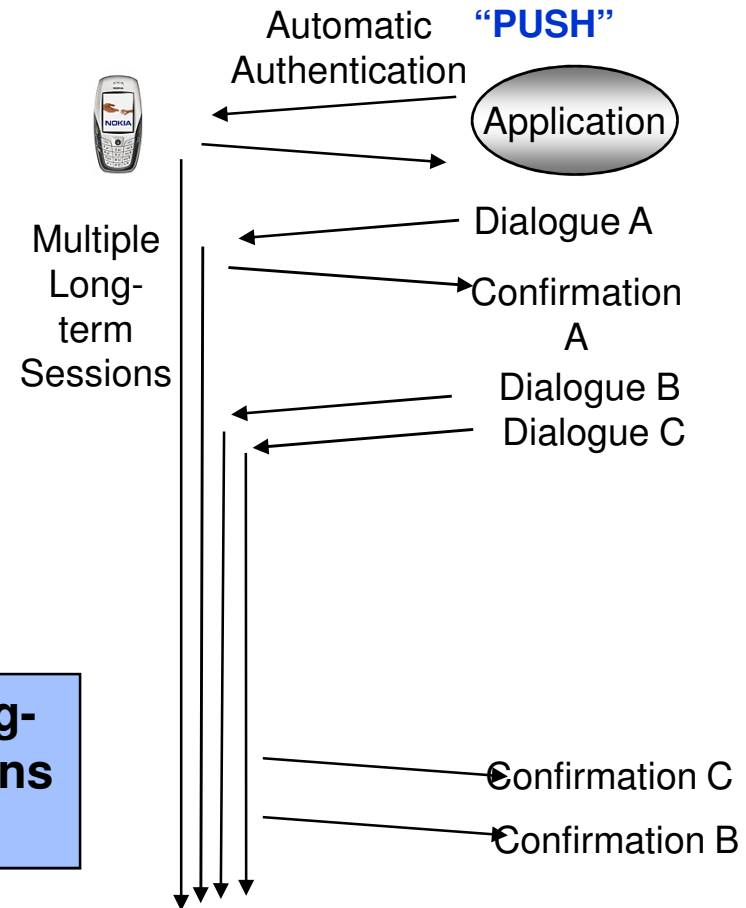
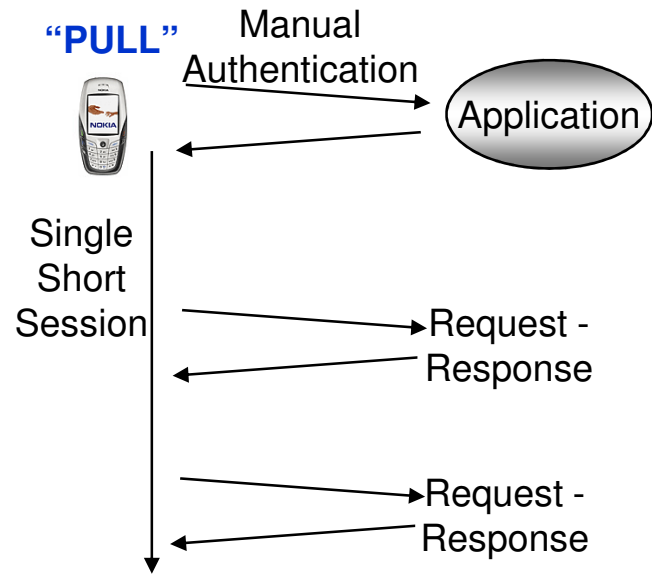
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Session Control

Traditional SMS

vs.

iSMS® with DDM



DDM enables multiple long-term asynchronous sessions and ease-of-use

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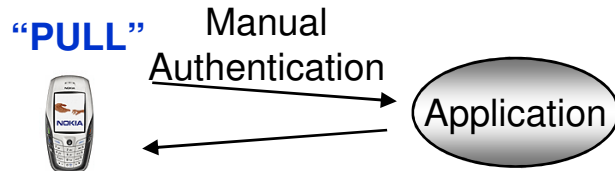
Authentication

Traditional SMS

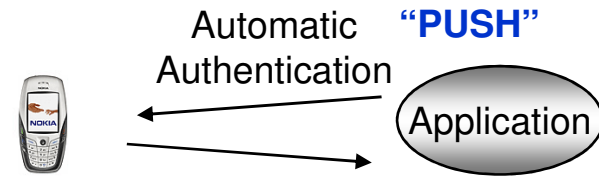
vs.

iSMS® with DDM

Dynamic Dialogue Matrix



Subscriber number
=> weak authentication



1. Subscriber number
 2. random key
 3. message content
 4. sending time
- => strong authentication

DDM enables automatic strong authentication by “Push” messaging

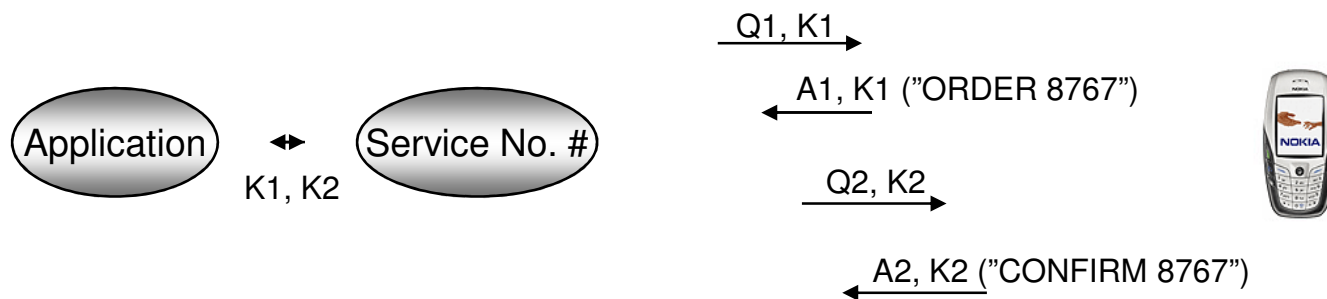
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Traditional Push-SMS with keywords

Services must advise which keyword to use.
End users must type right keyword when they reply to each question, e.g.:

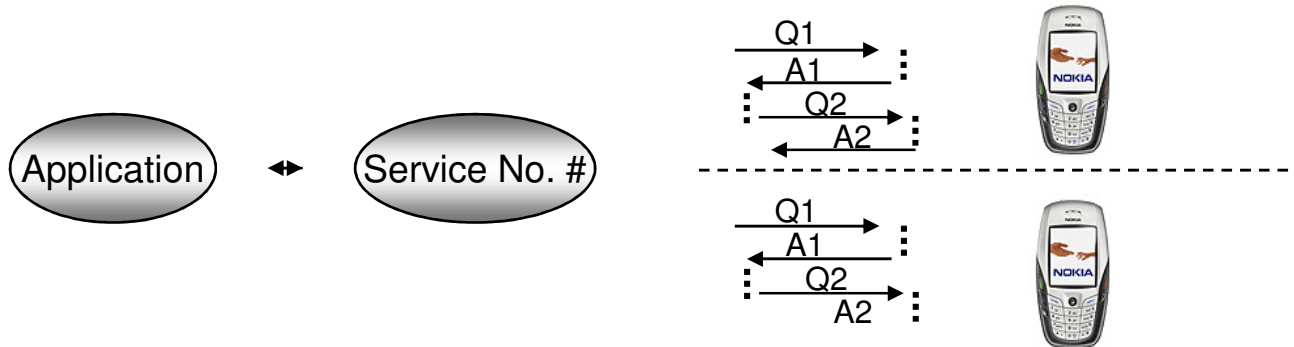
Q1_K1: "To order from our Jan 2007 catalogue please reply to this SMS with text: ORDER <space> Product_nr."

Q2_K2: "To confirm your order of item <8767> please reply with text: CONFIRM <8767>."



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Traditional Push-SMS, no keywords



→ Fixed sequence (not Q2 until A1) mandatory
= one pending Q/A per user at a time

Attempts have been made to set validity periods

...but it does not work because

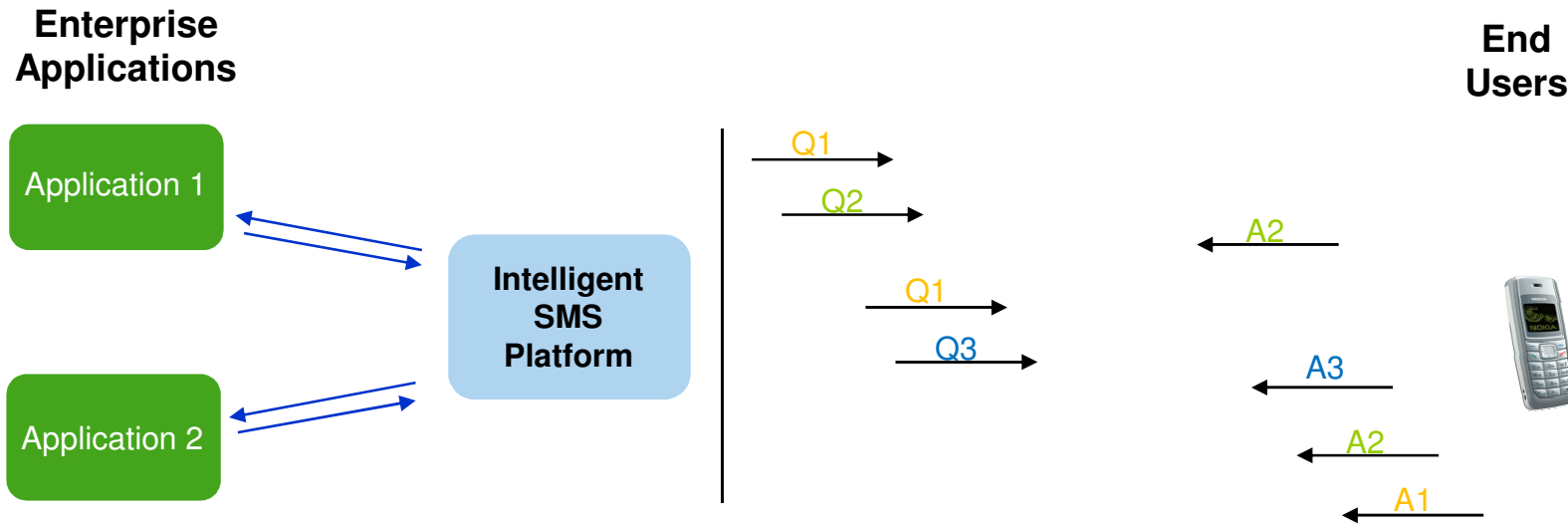
- there is no way to differentiate A1 from A2 and
- end users are not aware of the validity periods.

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Conclusions: Traditional Push-SMS

- Services could be developed without keywords
 - ...if people replied to all messages in fixed order (first-in first-out)
 - ...if the service would be offered only once or seldom
 - ...if some errors were acceptable
 - ...etc
- In practise **reliable business processes cannot be built without proper session management**, either using
 - keywords or:
 - **iSMS[®]**

iSMS[®] Push Service – Patented Technology



**Unlimited mixed dialogue sequences
without keywords**

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iSMS[®] vs. traditional SMS in data services – Wrap-up

Characteristics	iSMS [®]	Traditional SMS
Service/application type	Rich enterprise application and business process data	Mostly "light weight" applications e.g. queries
Initiation of the transaction	Typically the service application - push	Typically the mobile phone user - pull
Interactivity	Interactive between the service application and user	Typically one way: Query <u>or</u> distribution
Responding to/sending a message by the mobile phone user	Responding to a message with the "One Button" principle	Keying the service number and/or service id and/or session id and/or user id and message
User authentication	Automatically by the strong BookIT DDM [™] authentication method	Based on the mobile phone number and/or id codes keyed in by the mobile phone user
Mobile user potential for the service application	Customers of all GSM (CDMA) mobile operators globally	Typically only customers of a limited number of mobile operators

