



Openwave® Smart Call™ Services

Call Completion Services that Maximize Airtime and Increase Voice and Messaging Revenues

Even with today's "always connected" lifestyles, everyone experiences some level of frustration when trying to communicate. It could be an incoming call at an inconvenient time, or a call missed while the phone is off or out of coverage. Probably the most common example is repeatedly trying to reach someone only to get their voicemail or a busy signal.

These inconveniences for the subscriber translate into lost revenues opportunities for the operator.

Openwave Smart Call services are designed to allow mobile operators and MVNOs to solve each of these problems for their subscribers by enhancing the basic functions of today's phones and networks.

These unique call management services have been proven to significantly increase both voice and messaging ARPU while decreasing voice-mail slowdowns.

Smart Call services make every call an opportunity for the subscriber to feel connected, and for the operator to drive service adoption, usage and revenue.

Operator Benefits

Openwave Smart Call services are designed to convert each non-billable call attempt into operator revenue that can be immediately realized upon deployment.

Proven to stimulate high-impulse usage, these call management services drive call origination, call termination, call duration and messaging usage.

Openwave Smart Call services have already demonstrated real value for operators who have deployed it. One leading European operator has

deployed Smart Call services across its 11 million subscriber base. Here are the results:

- Voice mail slowdowns down 52%
- Messaging revenues up 42%
- Voicemail revenues up 7%
- Transfer of potentially missed calls to another number up 3%
- Annual revenues of \$130 million just from Openwave Smart Call services

Services that Put Subscribers in Control

Openwave Smart Call services include:

- **In-Call Management** gives phone users more choices than ever for handling calls when occupied.
- **Missed Call** informs subscribers of calls lost when the handset is off or out of coverage.
- **Connect Call Notify** alerts the caller when a called party is next available for a call.

In-Call Management

In-Call Management allows the subscriber to respond to an incoming call using real-time menu-based call handling options on the handset.

Triggered by an incoming call, In-Call Management presents a one-click menu with a number of options beyond simply taking the call or sending the caller to voicemail.





Openwave Smart Call Services

Call-handling options can be configured according to subscriber market segment, including:

- Pre-defined SMS response
- Transferring the call to another number or person
- Pre-recorded voice messages or voicemail

During an incoming call, In-Call Management allows subscribers to respond in the manner that best fits their current situation. For example, if the subscriber is on a train where sending an SMS is more appropriate than talking, the subscriber can use the one-click In-Call Management menu to tell the caller that he can't talk right now and invite an SMS reply instead.

In-Call Management can also be deployed in a “zero-client” configuration. **In-Call Zero** does not depend on a client being installed on the handset. Instead, when the subscriber rejects an incoming call, a predefined SMS or voice announcement is played to the caller and a reminder “call back” SMS can be sent to the called party.

Missed Call

Missed Call gives the subscriber information about calls lost while the handset is either turned off or out of range. Once the handset is reengaged, a list of missed calls are sent to the subscriber.

Service configuration options include standard SMS text notification as well as enhanced menu-driven one-click options to return the call or send a reply SMS.

Connect Call Notify

Connect Call Notify gives callers more choices when placing calls to someone who is busy or unreachable. Using network availability information, the service automatically notifies the calling party (via an SMS or a network-driven one-click menu) when the called party becomes available.

Smart Call Services for Different Customer Segments

Openwave Smart Call services are designed to be branded by operators for all-network deployment or bundled into current subscriber segment offerings.

These services can be tailored to target particular segments such as youth, business, voicemail or non-voicemail users. They can also be deployed with embedded promotional messages to provide important cross-service selling opportunities.

Since Openwave's Smart Call services are network-based, an operator can address multiple subscriber segments with multiple services using common service delivery, provisioning and service management.

Flexible Network Integration

Openwave's Smart Call architecture is designed to integrate easily with existing and next-generation operator infrastructures.

Multiple network and handset client technologies ensure that operators can deliver services to every subscriber in the network.

For more information, please contact sales@openwave.com or visit www.openwave.com



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About Openwave

Openwave Systems Inc. (Nasdaq: OPVW) is a global software innovator delivering context-aware mediation and messaging solutions that enable communication service providers and the broader ecosystem to create and deliver smarter services.

Building on our mobile data heritage, Openwave mobilizes the internet with predictive solutions based on real-time analytics that mediate among all the different ecosystem elements and enhance every mode of IP traffic. The result is a 360-degree view of users, the network, devices and services that enable our customers to proactively optimize network resources, launch smart mobile services quickly, and provide a contextually relevant user experience. Openwave is a global company with a blue chip customer base spanning North America, Latin America, Australia and New Zealand, Asia, Africa, Europe, and the Middle East. Openwave is headquartered in Redwood City, California. For more information please visit www.openwave.com.

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