



## **PRESS RELEASE**

### **CampaignManager from WDSGlobal launches to make it easier for end-users to connect to mobile data services**

*Solution increases effectiveness of wireless carrier's service promotions, captivating and configuring subscribers within a single session.*

**10 November 2009: Poole, UK.** WDSGlobal has announced the release of CampaignManager to help wireless carriers increase their data services revenue stream by making it easier for subscribers to connect to services including mobile email, Internet and multimedia messaging.

CampaignManager combines an SMS text-based campaign engine and an over-the-air (OTA) configuration service. This allows wireless carriers to promote their revenue-generating services and manage the configuration of handsets within a single session to immediately increase service uptake across their installed base. For subscribers, CampaignManager makes it easier to begin using new data services and removes the inconvenience of having to contact customer care for service activation or handset set-up.

“Increasing the use of data services across an installed base of mobile subscribers is one of the greatest challenges to revenue generation today. Overwhelmed by an ever-growing portfolio of services and handset features, consumers have become harder and more costly to engage with. To compound the problem, marketing campaigns designed to drive the adoption of services can be compromised by the complexity of configuring handsets with the necessary data settings,” explains Craig Rich, Chief Marketing Officer at WDSGlobal. “Typically, mobile subscribers are expected to contact customer care or visit their carrier’s website to activate a service and request the necessary service settings. Unsurprisingly, this can have a damaging effect on the campaign’s success and service uptake.”

CampaignManager can deliver OTA configuration for email, Internet, WAP, MMS, streaming, Instant Messaging, bookmarks and SyncML DS. If a subscriber wants to use a promoted service, the solution manages the end-to-end configuration of the handset, delivering service access in seconds. This dramatically improves response rates and delivers a greater number of active users than traditional marketing tools.

CampaignManager has been designed to support multiple use cases, from the promotion of newly launched services to existing subscribers to a bulk update of settings across a range of handsets. CampaignManager also provides a highly efficient tool with which to introduce subscribers to mobile data services that they haven't yet tried.

Mobile email is an example of a service that although supported by the majority of modern handsets has struggled to gain mass-market consumer adoption. This can be largely attributed to the complexity of configuring the handset, and a general lack of consumer awareness.

“Using CampaignManager a wireless carrier can run a promotional campaign, targeting all email-capable handsets, and within minutes configure a subscriber for access to their existing POP/IMAP email account. No other solution available to wireless carriers integrates an outbound SMS text-based campaign engine with the power of bulk provisioning technology to first captivate subscribers and then configure them for immediate service access,” adds Rich.

WDSGlobal offers CampaignManager as a Software as a Service (SaaS) hosted solution. With no implementation costs or license fees, CampaignManager's transactional-based pricing delivers rapid and measurable return-on-investment (ROI) for wireless carriers looking to build a loyal base of revenue-generating subscribers. Campaigns can also be highly targeted across subscriber groups by delivering them only to handsets capable of running the promoted service. This greatly increases the solution's effectiveness.

CampaignManager leverages WDSGlobal's industry-proven device management platform, DeviceManager. Already powering OTA configuration services for many of the world's largest wireless brands, DeviceManager delivers industry-leading device and service coverage.

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#### **About WDSGlobal**

Since 1995, WDSGlobal has been dedicated to helping mobile operators, handset manufacturers and service providers deliver more profitable products and services to end-users. From handset validation and readiness testing to mobile device management and end-user support, WDSGlobal offers the industry's most complete solution for the management of end-users, devices and services. Believing end-user profitability lies in effective problem prevention and user experience management and not in problem management, the company's GlobalMine framework continually collects, validates and shares data about devices, services and user trends. This is used to enhance the effectiveness of its carrier-grade products and services and to help customers drive service adoption, increase loyalty and drive-down support costs.

To find out more, please visit [www.wdsglobal.com](http://www.wdsglobal.com)

**For more information, please contact:**

Tim Deluca-Smith

VP Marketing

Tel: +44 (0) 1202 713 725

[Tim.deluca.smith@wdsglobal.com](mailto:Tim.deluca.smith@wdsglobal.com)

[www.wdsglobal.com](http://www.wdsglobal.com)