



Comverse Marketing Advisory and Consulting Services

Somebody's Looking Out for Your Future

As a service provider you find yourself challenged by a variety of issues: revenue and ARPU expansion, churn minimization and new subscriber acquisition, cost reductions, new technologies and new business models that affect your market, and more. Your savvy and experienced users are on the look for new, better and innovative solutions.

Achieving success in today's competitive environment takes more than a superior solution — it requires a solid marketing vision and program. Comverse Advisory and Consultancy Services help you reach your business goals with the support you need throughout every stage of the service lifecycle. Looking closely at your market, we accurately assess your needs and recommend the best courses of action to enable you sharpen your competitive edge and improve your position in your market.

As our success depends on your success, we are a fully committed partner totally focused on your needs and ready to pull out all stops to help you achieve the best possible results.

Driving Business Goals

Comverse helps service providers achieve their strategic and day-to-day marketing goals, drive business results and increase customer satisfaction with a step-by-step marketing consulting program, delivering knowledge gained from extensive field-proven experience.

Service providers around the globe who have implemented Comverse Advisory and Consultancy Services achieve robust marketing capabilities that can increase the lifetime value of the end user and significantly strengthen customer loyalty.

By means such as meetings with client management, quarterly marketing reviews, brainstorming, marketing audits both online and off, our programs are laser-focused to meet the varied needs of operators in both developed and emerging markets worldwide.

Three Ways to Achieve Sustained Profitable Growth and Competitive Success

The three Comverse Advisory and Consultancy Services tracks help you achieve sustained profitable growth and competitive success: Industry Intelligence and Knowledge Sharing, Marketing Planning and Customized Consultancy Projects.

Industry Intelligence and Knowledge Sharing

Knowledge Sharing is all about sharing with you from our vast store of accumulated knowledge, applying the information to particular services or issues according to your need.

When launching, reviving, or re-thinking a service or feature, or whenever you need additional information you simply don't have, this track allows you to gain information and benefit from insights and analysis that are relevant and applicable to your world, your service and your users.

We share with you the most updated, comprehensive and relevant data including: consumer research, best practices, case studies, benchmarks, consumer trends, market facts, segmentation analysis, traffic and usage information, relevant campaigns and promotions and much more...

Our knowledge is derived from decades of accompanying numerous service providers through their network and service evolution.

Through the years, we were on location when operators first launched the various services and we were at hand to help them expand, re-focus, and boost usage of the services. It is this unparalleled hands-on real-life accumulated knowledge that enables us to benefit you now.

Marketing Planning

Usually dedicated to a specific service or a solution, Marketing Planning is all about supporting you in your various marketing programs and areas of concern.

Through dedicated engagements, assessments of your specific situation, users and goals, our advisors take an active role, working together with your marketing teams to delivering the best program for your marketing needs.

Marketing Planning projects cover a range of areas including service planning, service launch and service expansion, communication and campaign planning, increasing service usage and penetration, loyalty, retention and churn prevention developments, improving end user experience, usability and interfaces, analysis of usage data, research planning and advice, educational workshops, idea generation and creative thinking sessions.

Customized Projects

Be it a small or a large issue, our team can support you with questions that are not necessarily covered by our Marketing Planning module. You might be interested in advice regarding commissioning customized research, support in strategic planning, or engagement that involves consumer-related issues and others.

Our Customized Projects are tailor-made advisory engagements that address critical areas of specific interest to you.

Operator Benefits: Identify, Create, and Make the Most of Market Opportunities

With more than 500 global customer relationships supported by local presence in numerous countries around the world, Comverse has a lot to give, and you have a lot to gain.

Imagine the immense value of having access to an unparalleled knowledge base of best practices, case studies, benchmarks, and current research, Picture yourself leveraging expert knowledge of industry marketing and technology issues, consumer trends — the most complete, current and constantly updated information.

Informed insights from outside of your own perspective can save you time, money and resources, positioning you for sustained profitable growth and increasing competitive success.

Comverse Marketing Advisory and Consultancy Services — Invaluable Partner

With Comverse Marketing Advisory and Consultancy Services, you gain a select group of experienced and talented individuals with decades of combined know-how in areas of consulting, marketing and brand management. Team members have knowledge, methodologies and practical, proven solutions — honed by extensive experience gained from responsibility for a wide range of products and marketing activities for operators of all sizes and from all regions.

Comverse works hard for you. We are result-driven, and most importantly, we speak your language and your users' language and follow them closely.

Why Comverse: Helping Operators Around the Globe to Enjoy Optimal Success

Comverse Advisory and Consultancy has helped many of our customers around the world to attain optimal results.

We adhere to the sacred principle of sharing — sharing a wealth of information as well as the best (and the worst) marketing practices from around the world. We share what works and what doesn't — and why.

Comverse has a unique advantage in this respect, with an unparalleled customer base providing the critical mass for broad perspective and significant comparisons. More than 500 wireless and wireline telecommunication network operators and service providers in more than 130 countries use Comverse solutions to generate revenues, strengthen brand identity and customer loyalty and improve operational efficiency.

Benefit from our nearly three decades of experience as a major value-added services player, from our accumulated understanding of business and technology issues in our industry, and from knowledge derived from years of accompanying service providers through their network and service evolution.

Enjoy optimal success now and in the future.

For more information, please visit us at www.comverse.com or contact your local Comverse representative



About Comverse

Comverse, a unit of Comverse Technology, Inc., is the world's leading provider of software and systems enabling network-based multimedia enhanced communication and billing services. The company's Total CommunicationSM portfolio includes a rich range of Messaging, Billing, Content, Converged IP Communications and Handset Software solutions. Over 500 communication and content service providers in more than 130 countries use Comverse products to generate revenues, strengthen customer loyalty and improve operational efficiency.

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