



Packages & Bundles



Real-time Promotions



Contextual Recommendations



Advertisements



Personal Dialogue

Packages and Bundles with the Pontis Integrated Marketing System™

Bundles are an important means of increasing customer commitment and total lifetime value, as well as promoting new services and shaping usage behavior. Pontis gives marketers the flexibility to create packages and bundles that combine goods, services, and content from different lines of business, to define a broad range of terms, and to target them effectively to the right customer segments.

The Complexity of Packages and Bundles

Packaging or bundling merchandise is a time-tested practice in retail marketing. In the digital world, the convergence of multiple services under a single provider creates exciting opportunities to drive business, such as bundling a new service with an established one, and creating compelling price benefits. Digital content features a wealth of cross-media relationships – such as a video, ringtone, and gossip from a single performer – that can be leveraged.

Pontis Integrated Marketing System™

The Pontis Integrated Marketing System™ is a comprehensive solution for definition, execution and analysis of targeted marketing offers. By automating marketing and sales processes across multiple platforms and channels, the Pontis system enables service providers to target customers with personalized offers based on their profiles, preferences, and real-time behavior.

Due to the great number of systems, silos of information, and compartmentalized business units, implementing packages and bundles has proven to be complex and time-consuming. It involves many factors including definition of:

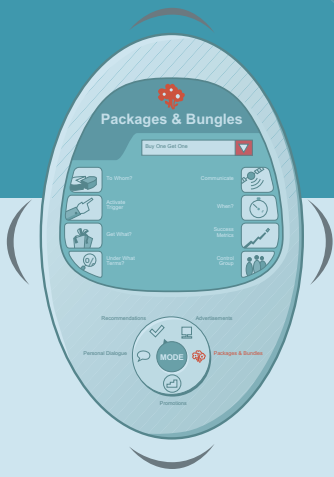
- Products and services
- Business terms such as eligibility, targeting, price, schedule
- Customer communication policies based on profile and behavior
- Updated and accurate billing, and more.

The Business benefits

Packaging and bundling supports a wide range of business goals including:

- Promoting new services by leveraging established ones
- Shaping customer behavior, uptake and adoption
- Increasing content usage
- Customer commitment and retention
- Competitive differentiation.

packages & bundles



Creating Bundles with Pontis

Pontis dramatically reduces the complexity and time to market for packages and bundles. The Pontis system enables marketers to define all aspects of a bundle from an integrated, intuitive desktop. Through the automation of sales and marketing business processes, the Pontis system enables an instant, project-free launch.

Pontis enables marketers to implement new packages and bundles through definition of related business terms - from eligibility and price, to personal communications - and target them at customer segments based on their profiles, preferences, past usage history, and current behavior.

Pontis bundles can include a combination of:

- Goods (such as phones)
- Services (subscription to mobile TV channel, mobile email)
- Digital items (such as video clips).

Targeting and Communicating Bundles

Bundling encourages a dynamic dialogue between service providers and their customers that responds to current trends and shapes the future. Pontis enables service providers to offer personalized bundles and packages based on usage history or real-time behavior, to maximize efficacy.

Packages generally combine a number of items from the same type or category that can be purchased in advance at preferential terms. For example, a bundle of five video clips of alternative music that is priced the same as four separate clips.

Bundles generally combine distinct services at preferential terms; for example, a special offer: subscribe to a plan including 4 mobile TV channels and get mobile email service for 50% off. Bundles often include goods such as an upgrade to a new device.

The Pontis system enables marketers to communicate bundles and packages at the time a service or good is being browsed, purchased or used – both to inform subscribers about available offers and to update them about balances, renewal dates, and more. Pontis communications are also a valuable tool for guiding customers through the purchase or subscription process, to ensure successful completion.

Pontis Packages and Bundles

- Increase ARPU and customer commitment
- Provide compelling discounts and other benefits and communicate them in real-time
- Rapid design and launch of packages and bundles from your Business Desktop
- Combine goods, services, and digital products from multiple platforms and lines of business
- Accurate targeting based on profiles, segments, and real-time behavior
- KPIs and analytics to provide actionable intelligence