

Pontis Integrated Marketing System™



The Pontis Integrated Marketing System™ is a comprehensive system for definition, execution and analysis of targeted marketing offers. With Pontis, Mobile, Cable, IPTV and fixed-line carriers are increasing revenues and customer loyalty by targeting customers with personalized offers based on their profiles, preferences, and real-time behavior.

Through the automation of marketing and sales processes across multiple platforms and channels, the Pontis system dramatically reduces the complexity and time-to-market for launching new offers, and creates exciting opportunities to:

- Communicate with customers on a personal basis
- Define and launch targeted content packages and service bundles
- Make contextual recommendations
- Launch real-time usage-based promotions
- Deliver personalized advertisements, and more.

Evolving Marketing Requirements

Unlike traditional communication access services, digital content and value-added services are both highly diversified and interrelated. The tremendous variety means that there is something for everybody – and different services such as music, video and messaging can be packaged into compelling, targeted offers. The relevance and impact of these services are often time-sensitive, emphasizing the need for a fast, effective means to bring them to market.

In addition to conventional, demographic-based customer segmentation, buyers of services and content can be characterized by their lifestyle and current behavior, including browsing, purchasing, subscription, and events such as acquisition of a new device. This provides an opportunity to match the marketing offer to the individual customer more effectively than ever before.



Targeted, Personalized Offers

The Pontis Integrated Marketing System™ enables marketers to design and execute targeted marketing offers and communicate them to customers at the optimal time. The Pontis system supports and enhances the effectiveness of key marketing activities – transforming them into a personalized, relevant customer interaction.

Real-time Promotions

With Pontis, Service Providers can rapidly launch offers that leverage discounts and other benefits in order to promote services and shape new habits. Pontis promotions are often communicated to the customer in response to real-time usage behavior, a proven method for increasing effectiveness. Since Pontis reduces the time from design to launch to a matter of hours, marketers can create a wide range of promotions and target them to fine user segments.

Contextual Recommendations

Pontis enables Contextual Recommendations based on a combination of customer usage history and real-time behavior, as well as content and service metadata.

Pontis recommendations encourage purchasing through a number of powerful mechanisms including “People who bought this also bought”, item-based rules, and popularity indicators. An integral part of the customer relationship, Pontis Contextual Recommendations are also used to support the marketer during the offer design process, and to guide support representatives on potential cross-sells, up-sells and bundles.

Personal Dialogue

The Pontis Personal Dialogue module gives service providers the ability to fully leverage available communication channels to develop an active customer relationship. Pontis monitors system and usage events to send relevant messages at the right place and time. For example, service providers are using Pontis Personal Dialogue to automatically send reminders

when a free service trial is about to end, notify customers about problems or events in their area, and to let customers know that a new movie is available.

Packages and Bundles


With Pontis, service providers have the flexibility to create packages and bundles that combine goods, services, and content from different lines of business. Bundles are an important means of increasing customer commitment and total lifetime value, as well as promoting new services and shaping usage behavior. 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.

Personalized Advertisement

Pontis enables Personalized Advertising – the ability to precisely target an advertising campaign to the right customers at the optimal time. With Pontis, marketers can leverage the customer’s usage history and profiles to define segments. Real-time behavioral triggers ensure that the timing for communicating advertisements is optimized for maximum impact. The Pontis mobile advertising module enables marketers to create and apply policies such as ‘touch points’. Throughout the campaign, Pontis provides detailed analysis of exposure and repose to evaluate success.

Rapid, Intuitive Design with Business Templates™

With the Pontis Business Desktop, marketing and product managers can easily define and launch marketing offers using intuitive Business Templates. Pontis templates are based on the industry’s best practices, such as “Subscription Bundle”,



"Coupons", "Tell a Friend", and many more. Business terms including target segment, packaging, real-time triggers for benefits and discounts, messages and more provide a differentiated and personalized consumption experience. With the Business Desktop, it is simple to associate unique business terms with goods and services to create a portfolio of attractive offers.

Create New Synergies

With Pontis, distinct services and lines of business can be combined in a single offer. Managers can tie behavior in one service domain with responses in another; for example, top-up your account by a defined amount and get a free content item, or purchase 5 Video On Demand movies during the next week and get a discount on your broadband subscription.

Immediate "Project-Free" Launch

Once the Pontis system is installed and integrated with selected services and business templates, new offers can be implemented instantly. There is no need for a special integration project, or to modify other IT or delivery systems. When an offer is launched, Pontis executes the business requirements and the interconnecting business logic. It then hands the offer over to dedicated delivery systems through a set of standard, reusable interfaces.

Pontis makes this possible by modeling and automating the key marketing and sales processes that bridge the systems and channels in different business units and parts of the organization. For example, creating an offer involves several technical and organizational business processes including definition of eligibility, triggers, benefits and pricing, schedules, communications, KPIs, and more. Pontis automates the underlying processes (such as data synchronization, customer status changes, and consumption event capturing) between the Pontis Business Desktop, the runtime environment, and legacy platforms. Pontis has analyzed hundreds of marketing

case studies to identify where agility must be maintained and to build the necessary parameters and policies into the system.

Powerful Real-Time Monitoring and Analysis

PontisViews™ business intelligence module provides real time monitoring as well as long term analytics of marketing offers. A convenient dashboard with OLAP drill-down capabilities enables marketers to evaluate offer results, analyze market segments and answer key questions such as:

- What was the offer's impact on usage? Revenues? Per segment?
- Was there Cannibalization?
- How many unique users became first time purchasers?
- What other offers can I create based on this data?

Comprehensive Portfolio Management

Pontis provides a consolidated view of the entire offer portfolio that enables managers to zoom in from a high-level, top down perspective to a detailed analysis of individual offers. The Business Desktop provides comprehensive lifecycle management and tools for sorting, comparing, and organizing offers. Pontis supports the definition and management of "Value Paths" that define follow-up offers, fallback offers, what if scenarios, and more.

Modular Implementation

The Pontis system can be implemented gradually – based on business needs. A service provider can start implementation with a limited set of business templates, supported services, and features, and start enjoying business improvements after a short 3-4 month integration and customization project.

Pontis Marketing Success Program

The Marketing Success Program is designed to enable us to share our vast experience in effective targeted marketing and maximize the value our customers obtain from the Integrated Marketing System. Using best practices and marketing support services, the program features three main modules.

Assessment and planning: Before system implementation, Pontis Subject Matter Experts (SMEs) help translate your plans and goals into a refined set of target audiences, objectives, and marketing offers.

Marketing soft launch: During the first 3-6 months after deployment, Pontis SMEs accompany your marketers and provide guidance for a range of activities from planning offers to analyzing halo effects. Pontis issues periodic reviews of offer effectiveness, business insights, and suggestions for improvement.

Comprehensive analysis: After a few months of operation, we help you to understand the accumulated performance data and combine insights with conclusions that address a broader perspective, such as, which customers responded best to which offers? What was the long term impact of each offer? What is the optimal frequency for launching offers? Which communications channels are effective and in which scenarios?



Real-time Promotions



Packages & Bundles



Contextual Recommendations



Personalized Advertisements



Personal Dialogue

About Pontis

Pontis is a leading provider of Integrated Marketing Solutions for Mobile, Cable, VoIP and IPTV operators. The Pontis Integrated Marketing System™ is the industry's first comprehensive system for definition, execution and analysis of targeted real-time marketing offers.

Our customers include leading mobile, cable and fixed line service providers in Europe, Asia, and South America. Pontis has sales offices around the world and works with industry-leading partners including Ericsson and Caggemini. Pontis R&D operation is based in Israel and features a team of experienced industry veterans. For more information, write to info@pontis.com or visit us at www.pontis.com.