



Telecom Billing Enablement /
Mobile Commerce Enablement

www.unifiedsignal.com

Company Product at a glance

“We wanted to create an enablement suite that allows our clients to resale any type of telecom service including mobile commerce. Our mission statement is to obtain better economies of scale, greater functionality, and increased profitability for our valued clients.”

Paris Holt

Chief Executive Officer

- ❖ Access to top carrier technology networks
(integrated with major US wireless carrier networks)
- ❖ 100% Turnkey ASP Hosted Solution
(Acquisition, Rating, Billing, Care, and Fulfillment)
- ❖ Convergent Billing and Rating Services
(Cellular, Internet, VOIP / Int Long Distance, & Mobile Commerce)
- ❖ Supports Post Paid & Pay As you Go rating engine plus
(Support for Multi Level Marketing Billing and Rating)

Why become a Unified Signal Client?

- ❖ Launch with the largest telecom product suite available: Integration completed with all major US wireless carriers for both voice and data services. Also launch VoIP, ILD, high speed Internet, & a global WiFi network
- ❖ Increased Residual Income- Unified Signal Clients make higher profits and net on the average \$10-\$12 per customer per month with an average customer life of 24-36 months = \$240 - \$432 per customer profit
- ❖ Multi Level Marketing Referral program support- Turn customers into commissioned sales people earning them money and increasing clients penetration
- ❖ Mobile Commerce- Launching of Unified Signal's mobile wallet will allow clients to eliminate costly credit card merchant fees and any associated bad debt
- ❖ Increase Brand Loyalty- Better communicate with customers using Unified Signal's proprietary mCommunications model to drive incremental traffic into MVNO distribution verticals

Company Overview



- ❖ Offices in Seattle, Dallas, Houston, Ft. Lauderdale, and Philippines
- ❖ Strong BSS/OSS and CRM as well as IN, HLR, & SMSC for more network “Heavy” MVNO rollouts
- ❖ Systems been in development since 1998
- ❖ Seasoned senior management and client support team
- ❖ Domestic and international footprint

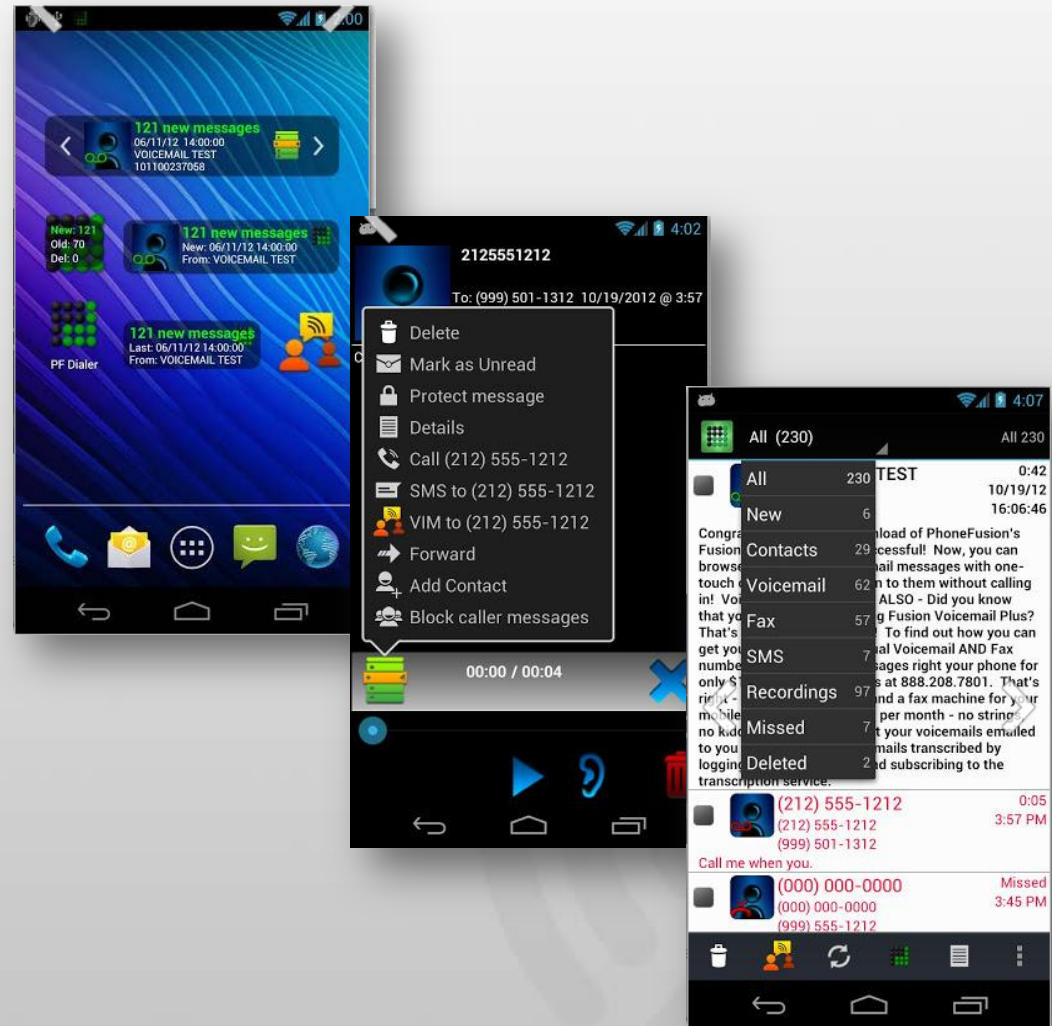
Unified Signal Billing Enablement Solutions



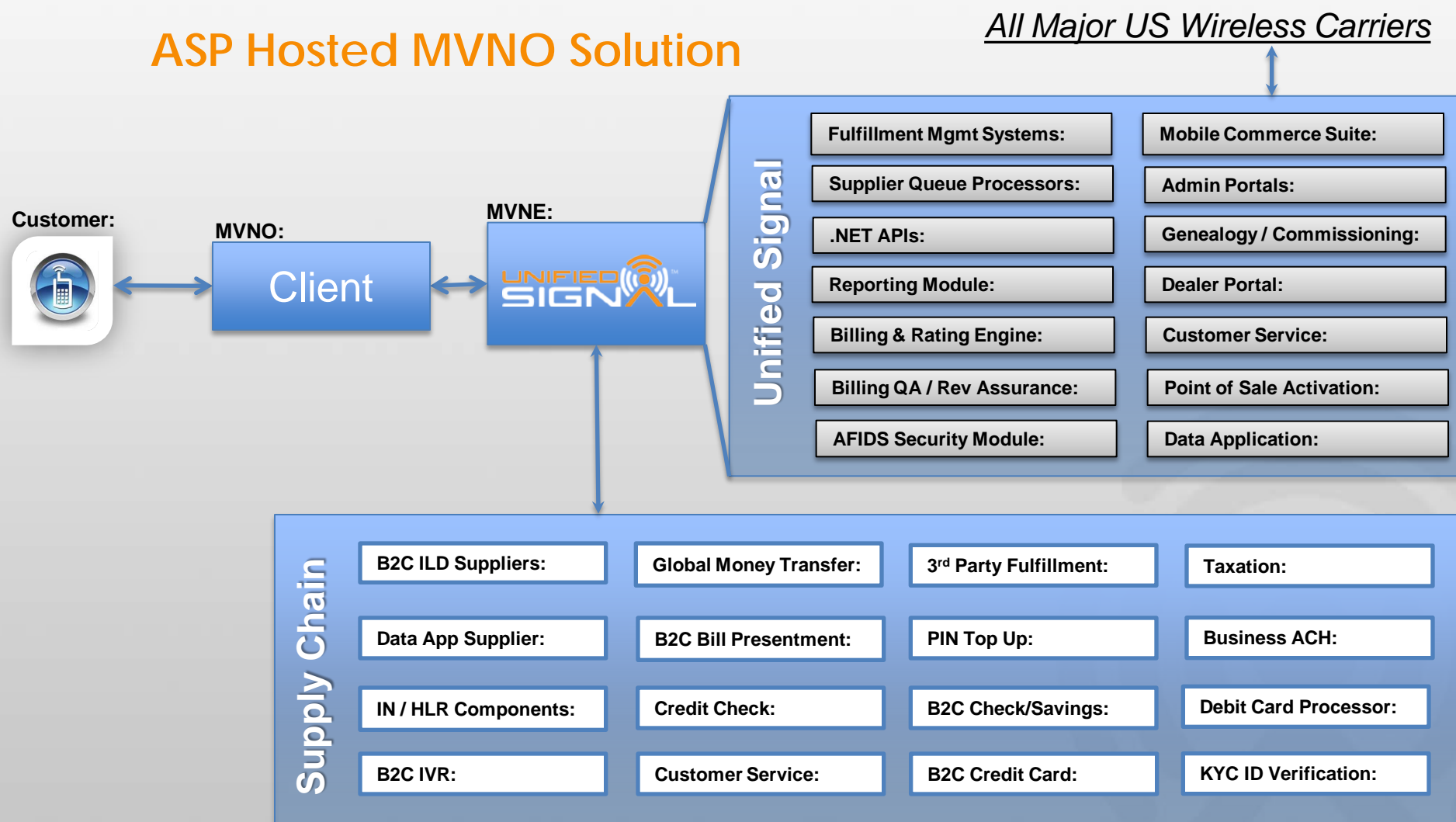
- ❖ Multiple service capabilities (cellular, Internet, VOIP, Cable, & banking)
- ❖ Powerful front end private label POS portals
- ❖ 100% automation
- ❖ 100% turnkey solution with full supplier integrations
- ❖ Complete billing flexibility (Prepaid / Post Paid / Hybrid)
- ❖ 99.999% uptime guarantee
- ❖ Rich data strategy (data application / VNO custom apps).
- ❖ Complete payment gateways (B2B & B2C)
- ❖ Integrated mobile banking product set
- ❖ AFIDS (Anti Fraud and Intrusion Detection System)
- ❖ Open architecture using .NET interfaces
- ❖ MVNOs have a low cost / quick speed to market
- ❖ Flexible dealer / distributor support portals
- ❖ Multi level marketing billing support.

Market Differentiation

- ❖ 15 years of experience enabling MVNOs
- ❖ Launched over 100 private label MVNOs
- ❖ Powerful private label mobile wallet module
- ❖ Customers have access to a state of the art WAP site to manage their mobile wallet / prepaid debit card balance
- ❖ Senior Management are industry leaders who have each been in the telecom industry for 20+ years



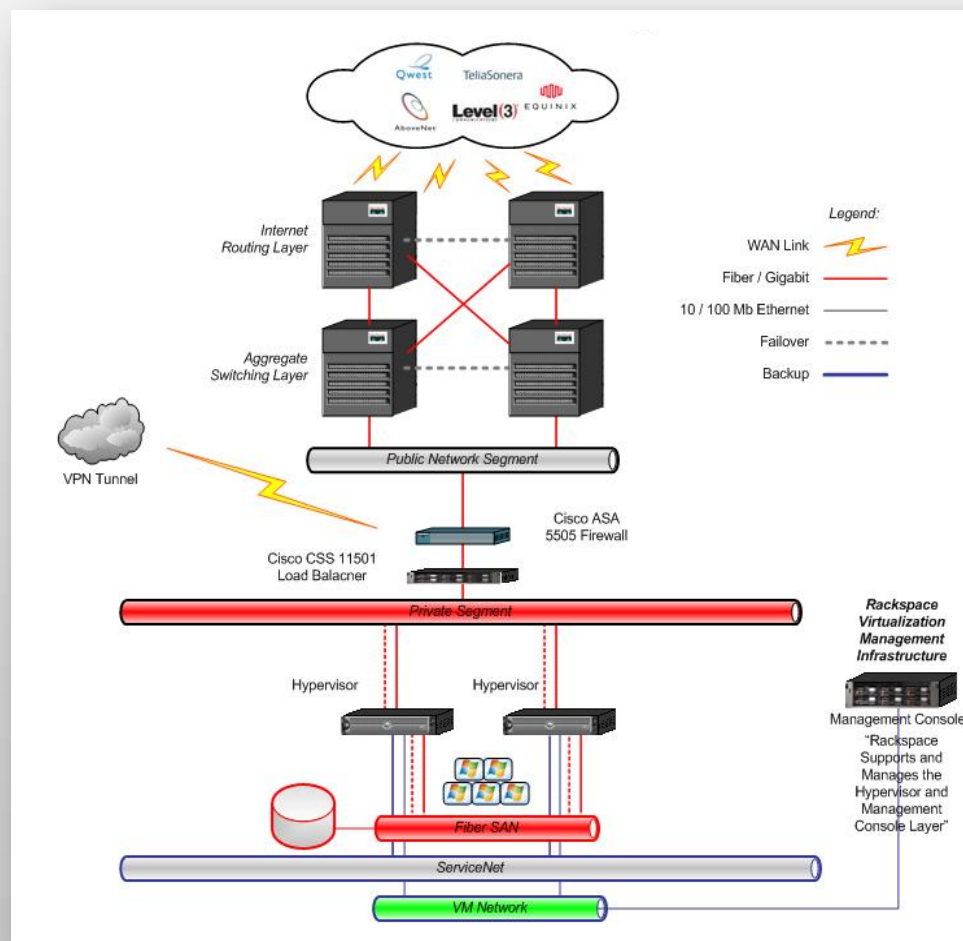
ASP Hosted MVNO Solution



IT Server and Security Architecture

5 Layered Security Infrastructure

1. Carriers secure data network
2. AES 256 SSL encryption protocols within SSL layer
3. Proprietary security code handshake
4. Proprietary data storage and retrieval processes
5. Proprietary AFIDS (Anti Fraud and Intrusion Detection System)



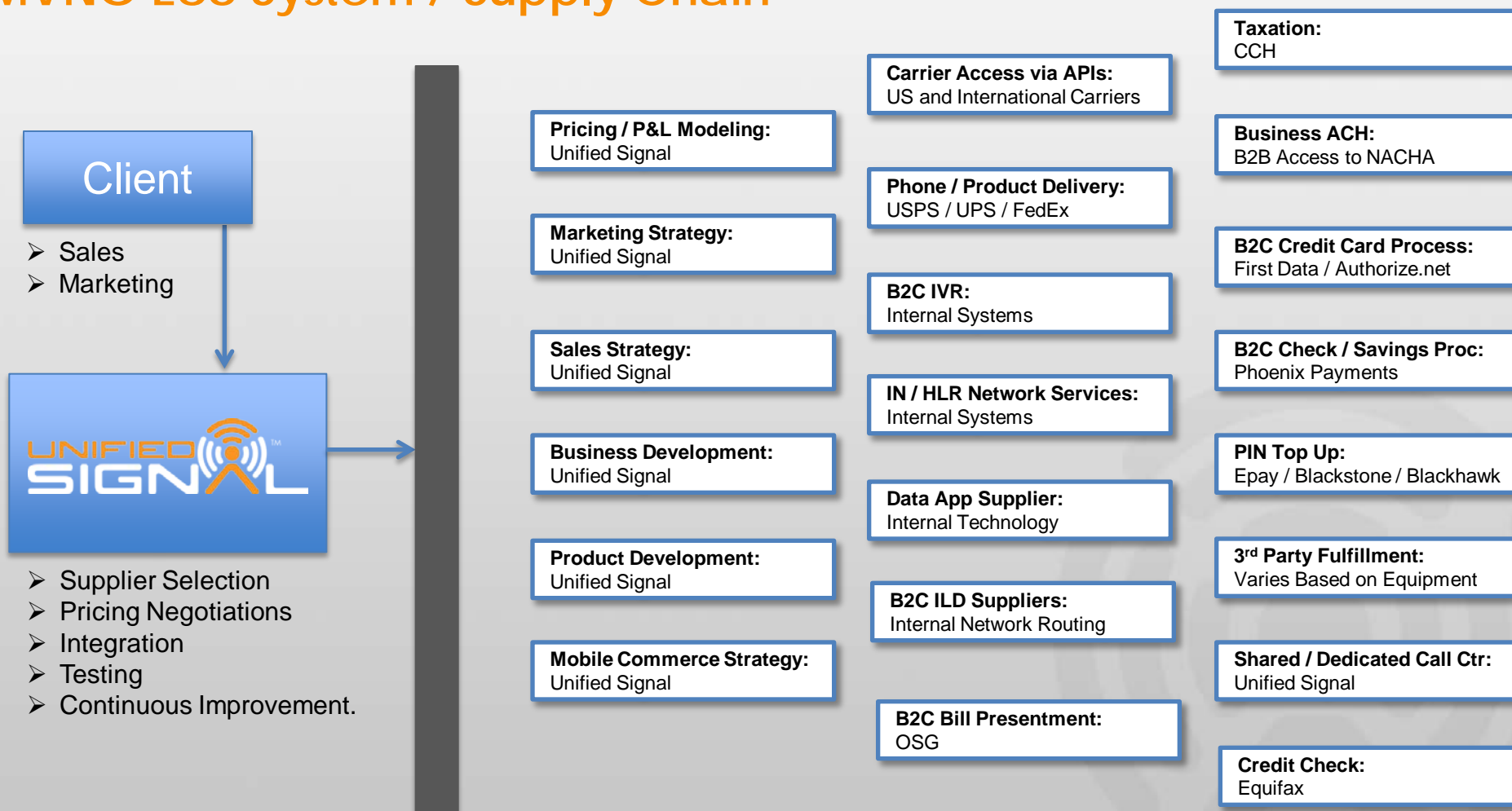
MVNO Implementation Process

MVNO 30-45 day Implementation

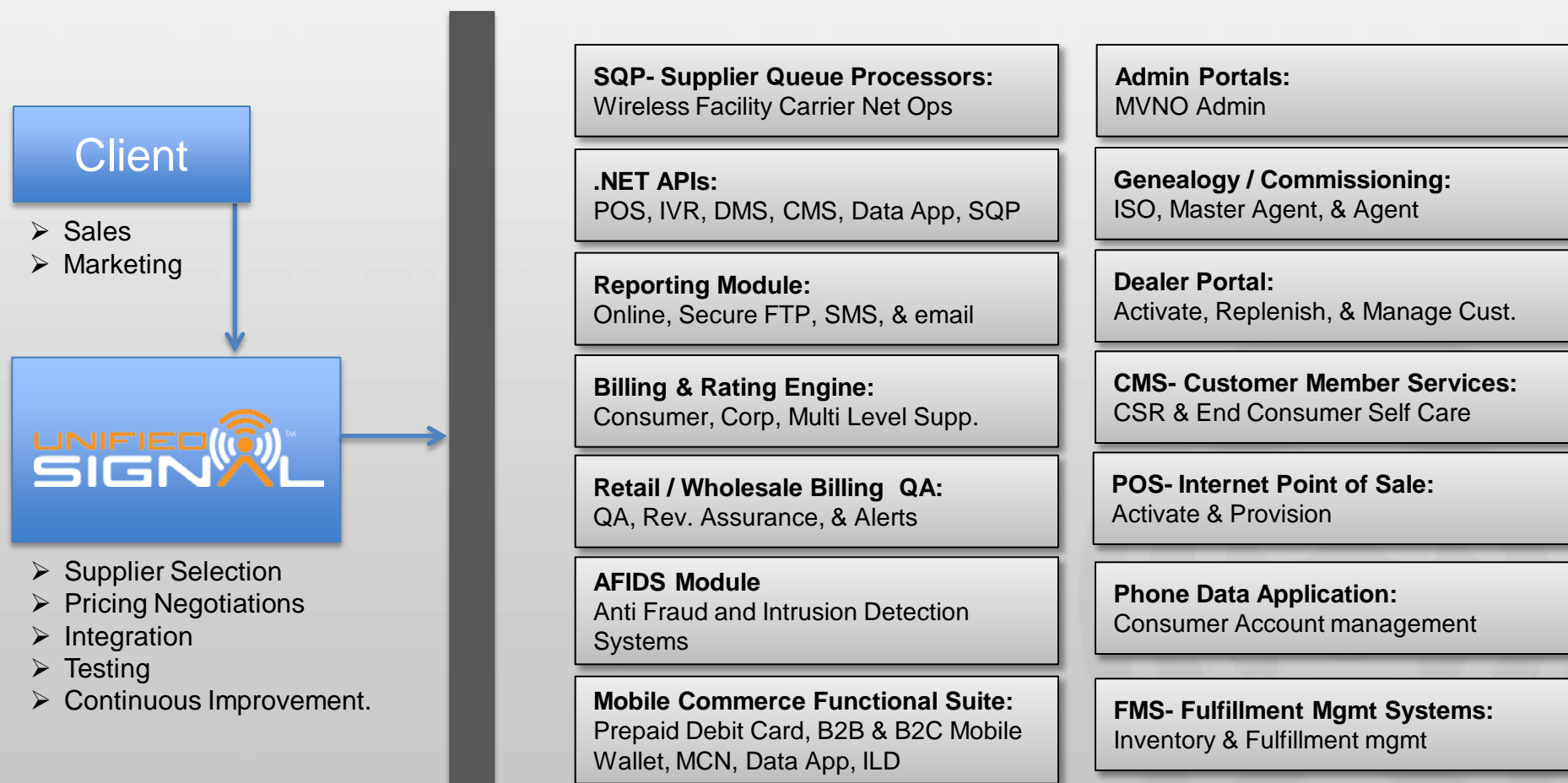
1. Business Consulting
2. Contract
3. MVNO Blueprint
4. Graphics
5. Pricing setup / config
6. Distribution rules
7. Carrier setup
8. SSL / secure FTP
9. POS setup / config
10. Supplier set up
11. Testing
12. Beta Launch
13. Full Launch

TABLE OF CONTENTS	
Table of Contents.....	2
1. Partner Contact List.....	3
1.1. Contacts at your company.....	3
1.2. Project Authorization.....	3
1.3. Technical Contact.....	3
1.4. IENABLE Contacts.....	3
2. Web Portal Setup.....	4
2.1. URL.....	4
2.2. Email.....	4
2.3. Website Design.....	5
2.4. Billing.....	6
3. Branding.....	7
3.1. Brand Name.....	7
3.2. Logo / Banner / Footers.....	7
3.3. Support Documents.....	8
4. Finance.....	9
4.1. Resale Certificate.....	9
4.2. Bank Account.....	9
4.3. Deposit or Line of Credit.....	9
4.4. Merchant Account (Credit Card Processing).....	9
4.5. Phones & Online Orders.....	9
4.6. Fulfillment of Online Orders.....	9
4.7. Invoice.....	10
4.8. Customized Reports.....	10
5. Pricing.....	11
5.1. Wireless Carrier Selection.....	11
5.2. Activation Fees.....	11
5.3. Sales Strategy.....	11
6. mCASH.....	
6.1. Selling mCASH.....	
7. Customer Service.....	
7.1. Tier 1 Customer Service.....	
7.2. Language Requirements.....	
7.3. IVR.....	
7.4. Receipt Text.....	
7.5. Automated SMS Alert Messages (OPTIONAL).....	
7.6. Refund Policy.....	
7.7. Return Policy.....	
7.8. Repair / Replacement Policy.....	
7.9. Credits & Adjustments.....	
7.10. Dealer Inquiry Process.....	
7.11. Distribution Support.....	
7.12. Uploading ESNs.....	
8. Communications.....	
8.1. FTP.....	
9. Data Application.....	
9.1. Data Application Configuration.....	
10. Training.....	
10.1. Schedule.....	
10.2. Your Training Staff.....	
10.3. Portal Training.....	
11. ILD.....	
11.1. International Long Distance.....	
12. VOIP Services.....	
12.1. VOIP Local Service Bundling.....	
3. Branding.....	
3.1. Brand Name.....	
3.1.1. What name will your company do business as with your new portal?	
3.2. Logo / Banner / Footers.....	
3.2.1. Do you have a logo designed already?	
3.2.1.1. IF YES, we need to have it the following format:	
3.2.1.1.1. Original layered Photoshop (.psd) or transparent (.png) file	
3.2.1.1.2. Print quality file with a minimum 150 DPI	
3.2.2. The system needs certain graphic images uploaded into the system.	
3.2.2.1. Do you intend to provide those graphics?	
3.2.2.2. If yes, then here are the graphics needed:	
3.2.2.2.1.1. Name: banner.jpg - [760x96]	
3.2.2.2.1.2. Name: banneremail.jpg - [640x96]	
3.2.2.2.1.3. Name: fl.jpg - [775x94]	
3.2.2.2.1.4. Name: footer.jpg - [760x35]	
3.2.2.2.1.5. Name: footeremail.jpg - [640x35]	
3.2.2.2.1.6. Name: head.jpg - [620x96]	
3.2.2.2.1.7. Name: header.jpg - [251x72]	
3.2.2.2.1.8. Name: hl.jpg - [775x111]	
3.2.2.2.1.9. Name: pl.jpg - [137x169]	
3.2.2.2.1.10. Name: banner2.jpg - [775x96]	
3.2.2.2.1.11. Name: footer.jpg - [775x35]	
3.2.2.2.1.12. Name: ad_bundled.jpg - [252x521]	
See example templates below:	
example templates.zip	

MVNO Eco System / Supply Chain



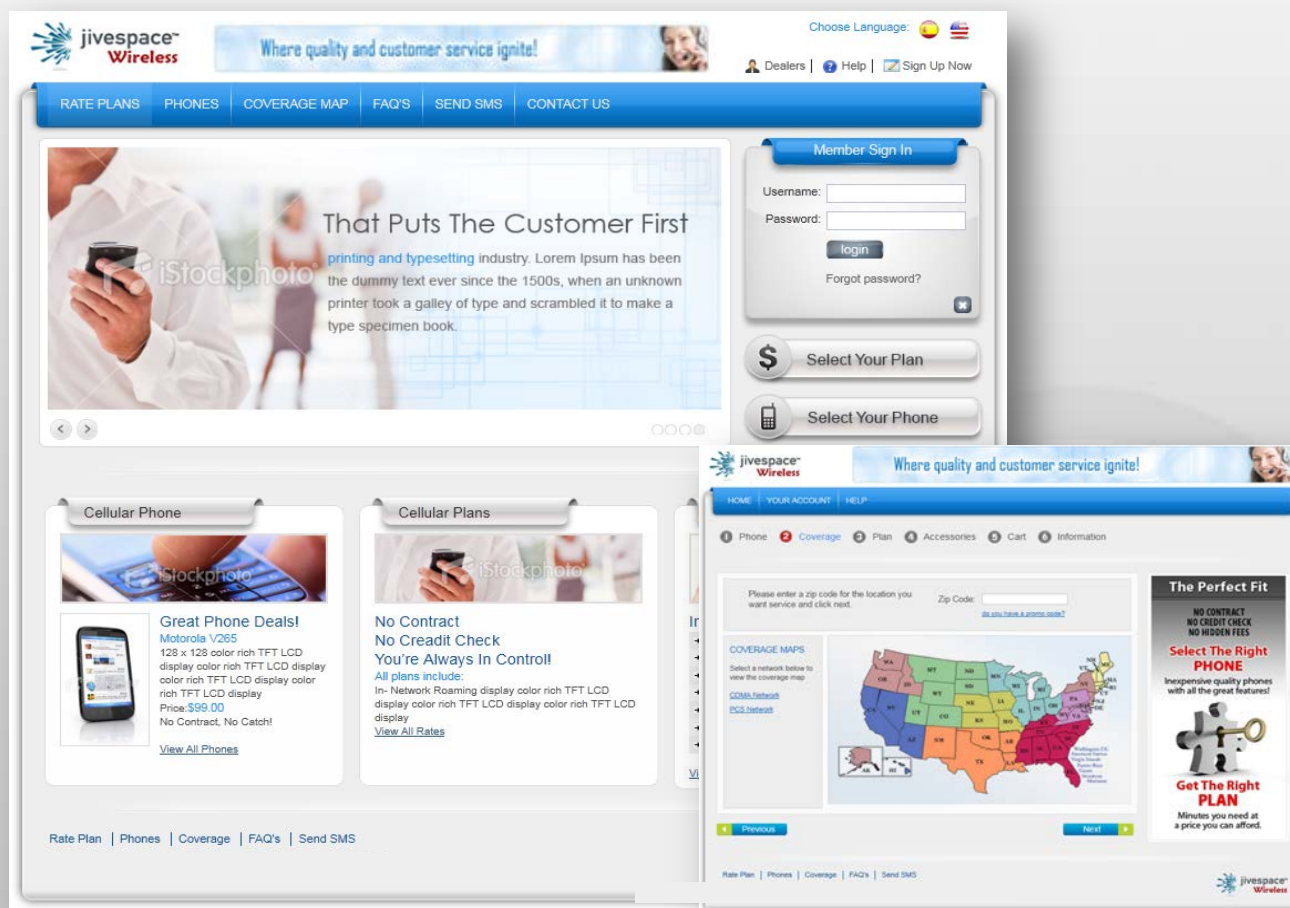
Unified Signal MVNE Software Suite Modules



Wireless POS- Internet Point of Sale

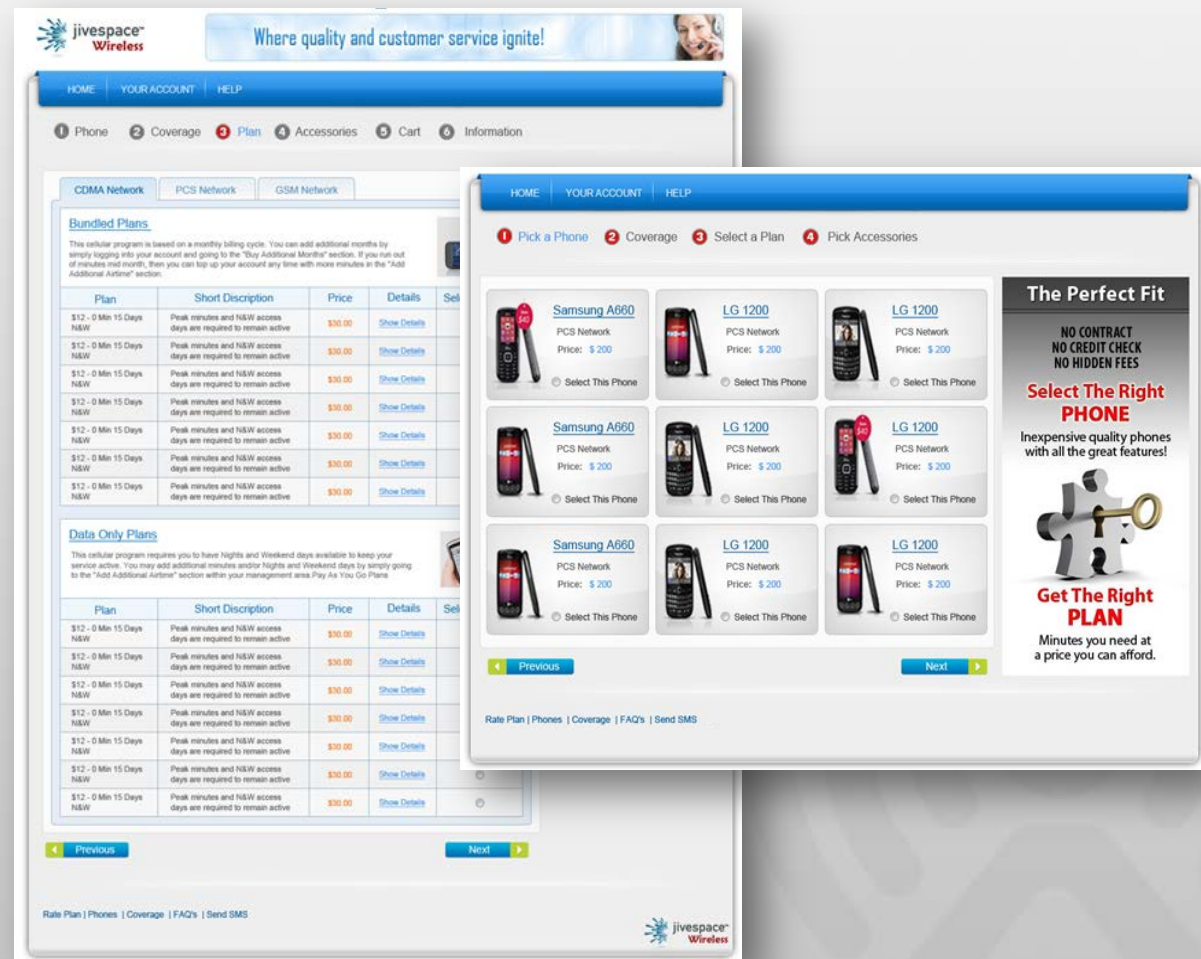
POS- Internet Point of Sale:
Activate & Provision

1. Private Label
2. Can completely customize look and feel
3. Multi Lingual
4. .NET infrastructure
5. APIs available so client use existing system
6. Completely integrated and automated with wireless carriers



POS- Internet Point of Sale:

1. Private Label
2. Can completely customize look and feel
3. Multi Lingual
4. .NET infrastructure
5. APIs available so client use existing system
6. Completely integrated and automated with wireless carriers



Unified Signal POS- Internet Point of Sale

POS- Internet Point of Sale:
Activate & Provision

1. Private Label
2. Can completely customize look and feel
3. Multi Lingual
4. .NET infrastructure
5. APIs available so client use existing system
6. Completely integrated and automated with wireless carriers

jivespace Wireless
Where quality and customer service ignite!

HOME | YOUR ACCOUNT | HELP

1 Phone 2 Coverage 3 Plan 4 Accessories 5 Cart 6 Information

Additional Months: 0 (prepayment applies to all packages) [Remove Item](#)

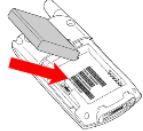

Item	Quantity	Activation Fee	Initial Cost	Sub Total	Description
Rateplan Details					
V 5900 w/ 3,000 N&W	1 month(s)	\$10.00	\$223.99	\$233.99	This is a monthly billing cycle plan and
Rateplan Feature Details					
EVDO Data (MB) Included		\$0.00	\$0.00	\$0.00	
Caller ID		\$0.00	\$0.00	\$0.00	
In-Network Roaming		\$0.00	\$0.00	\$0.00	
Basic Voicemail		\$0.00	\$0.00	\$0.00	
Free Long Distance		\$0.00	\$0.00	\$0.00	
Nationwide Coverage		\$0.00	\$0.00	\$0.00	
3,000 Night & Weekend minutes		\$0.00	\$0.00	\$0.00	
Phone Details					
Motorola V265	1	\$0.00	\$99.99	\$99.99	
		Sub Total	Shipping Charges	Tax	
		\$333.98	\$9.95	\$0.00	

[Previous](#) [Add Additional Items](#)



[Rate Plan](#) | [Phones](#) | [Coverage](#) | [FAQ's](#) | [Send SMS](#)
Copyright © 2011, Ignition Wireless. All rights reserved worldwide.

Please provide your already approved ESN or SIM (for GSM program) and click Next to Activate your phone.

ESN / IMEI :

SIM:

Unified Signal POS- Internet Point of Sale

POS- Internet Point of Sale:
Activate & Provision

1. Private Label
2. Can completely customize look and feel
3. Multi Lingual
4. .NET infrastructure
5. APIs available so client use existing system
6. Completely integrated and automated with wireless carriers

The screenshot displays the jivespace Wireless Internet POS interface, which is a multi-step checkout process. The main window is titled "Where quality and customer service" and features a navigation bar with links: HOME, YOUR ACCOUNT, and HELP. Below this, a progress bar shows steps: 1 Phone, 2 Coverage, 3 Plan, 4 Accessories, 5 Cart, and 6 Information. The current step is "1) Verify Payment", which includes a "Thank You" message and a confirmation that the payment has been successfully processed. A sidebar on the right promotes "The Perfect Fit" with a "Select The Right PHONE" offer. The bottom section of the main window contains fields for "Method Of Payment" (Type Of Card, Card Number, Expiration Date, CVV, Name On Card) and "AutoPay" (On/Off). A "Mobile Number Selection" section is also visible. The interface is clean and professional, with a blue and white color scheme.

CMS- Customer Member Services (cellular)

CMS- Customer Member Services:
CSR & End Consumer Self Care

1. Customer self care and CSR version
2. Trouble ticket creation, tracking, and process mgmt
3. Fraud protection / security levels
4. Customer Satisfaction Index creation
5. Built to be customer centric and to ensure reps can make sound business decisions

Management Console v2.1

Home Back CS Analyzer Tickets Log Out

00 : 00 : 00 Start Reset

Help Desk Customer Management Banking Security Database Management Procurement Reporting

Customer Lookup MCommunicate

Account Lookup

Kid Mobile

☐ Show active only ☒ Choose All Channels Search

Description: At least one search field is required. Partial searches are limited to the top 10 closest matches.

Account Information

Last Name: First Name: Customer ID: Account Number:

Product Information

Mobile Number: MSID: ESN: IMEI: SIM: IMSI: MAC ID:

Transaction Information

Order ID: PIN: Merchant Number:

Search Results

Mobile #	Name	State
pending search		

Device Information

Snapshot of device information

Phone Model: Kyocera Milano
ESN / IMEI: 260435457811592372
SIM: Not Available
MSID: 2062007689
MSL: 644894

Billing Information

Current billing information

Bill Due Date: Dec 6, 2012
Cash Balance: \$15.35
SID: Not Available Yet
ILD Balance: \$22.10
ILD Pin:

Contract Information

Current contract information

Contract Term: Monthly
Contract End Date: N/A

Usage History

Monthly Usage History

Minutes

Month	Minutes
May 12	150
Jun 12	200
Jul 12	140
Aug 12	10
Sep 12	20
Oct 12	150
Nov 12	10

CMS- Customer Member Services (cellular)

CMS- Customer Member Services:
CSR & End Consumer Self Care

1. Customer self care and CSR version
2. Trouble ticket creation, tracking, and process mgmt
3. Fraud protection / security levels
4. Customer Satisfaction Index creation
5. Built to be customer centric and to ensure reps can make sound business decisions

Management Console v2.1
Time: 0 min | 0 hrs
00 : 00 : 26
Stop Reset

Home Back CS Analyzer Tickets Log Out

Account Cellular MTELCASH ILD exit account

Welcome

Customer Profile

Current customer: Tyler, Holt

Months Active: 10

ARPU: \$16.60

Total Revenue: \$166.00

Rating: ★★☆☆☆

Account Security

Additional security [Update](#)

Security Question: fish

Security Answer: puffer

Account Information

Snapshot of account information

Select Mobile: Select Account

Mobile Number: (206) 538-1620

Account Status: Active

Minutes Remaining: 442

Current Plan: SP \$10 / 150 anytime / \$.05-\$0.02 ovg

My Dashboard

Quick Links

Allows easy access to top functionality within the system

CSR Tools: [Daily Usage Report](#) [Transaction History](#)

Customer Navigation: [Wireless Cust Information](#) [Usage Summary](#) [Account Notes](#)

Payment History

Snapshot of Payment History

ID	Action	Date	Amount	Type	Status	Dealer
397631	Order	Oct 10, 2012	\$0.00	Cash	SETTLED	Kid Mobile Dealer
1705779	Replenishment	Sep 26, 2012	\$5.00	Credit	SETTLED	
1705778	Replenishment	Sep 26, 2012	\$10.00	Credit	SETTLED	
1705775	Replenishment	Sep 26, 2012	\$10.00	Credit	SETTLED	
1705776	Replenishment	Sep 26, 2012	\$5.00	Credit	SETTLED	

1 2 3 4 5

Account Adjustments

Snapshot of Account Adjustments

ID	Mobile Number	Type	Amount	Date	Description
304390	(206) 538-1620	0	\$30.00	Sep 12, 2012	Charge: Other

CMS- Customer Member Services (cellular)

CMS- Customer Member Services:
CSR & End Consumer Self Care

1. Customer self care and CSR version
2. Trouble ticket creation, tracking, and process mgmt
3. Fraud protection / security levels
4. Customer Satisfaction Index creation
5. Built to be customer centric and to ensure reps can make sound business decisions

Management Console v2.1

Subscribers: 123

Home Log Out Back ESN Swap CS Analyzer

00 : 00 : 00 Start Reset

Customer Management Database Management Inventory Management Procurement Reporting

Customer Lookup Activate / Replenish COMMUNICATE Send SMS

Customer Service Call Analyzer

Please be as complete as possible when filling out the survey below:

Call Length:	1 minutes
Reason for Call:	<ul style="list-style-type: none"> Status Change - Restore Account Status Change - Suspend Account Activated (Reactivation) Activated Service Activated - Hot Phone Failed Added Minutes - Non Pin Added Minutes - With Pin Checked Minutes - Active Account Checked Minutes - Suspended Account Cut Off Minutes - Change Requested Deactivated Account - Requested by Email / IM Deactivated Account - Requested by Phone Call Deactivated Account - Port Out Deactivated Account - Create New Hot Phone Dealer - Location Inquiry
Call Origination:	Select One
Customer Satisfaction Index:	Select One
Additional Notes:	You may enter up to 250 characters: 250

NOTE: a valid mobile number OR esn is required

Mobile Number:

ESN:

Submit

MVNO Admin Portal-

Admin Portals:
MVNO Admin

1. Reporting / MIS
2. Manage customers and trouble tickets
3. Manage user access and security
4. Monitor MNO transaction processing
5. Create and manage genealogy and distribution
6. Inventory mgmt

WELCOME

SYSTEM STATUS

Click carrier to update status [Add](#)

mCASH	✓
Verizon Network	✓
GSM All Access	✓
Sprint Network	✓

QUEUE PROCESSORS

Average Queue Processing times (in seconds) within the last hour.

VERIZON NETWORK

Activations

Restores

Suspends

GSM ALL ACCESS

Activations

Restores

Suspends

SPRINT NETWORK

Activations

Restores

Suspends

HELP

Get help fast

DASHBOARD

QUICK LINKS

I want to...

[Activation Reports](#) [Login Maintenance](#)

MY ANNOUNCEMENTS

[Create New Announcement](#)

Announcements

Channel:

Select Role:

[Submit](#)

SYSTEM OUTAGE

[Modify a system outage](#) [Add](#)

Supplier	Start Date	End Date	Delete
< >			

CUSTOMER LOOKUP

Allows you to lookup customers

Select Channel:

Account Information

Last Name:

First Name:

Customer ID:

Mobile Number:

[Advanced Search](#)

Search Results

Mobile #	Name	State
pending search		

MVNO Admin Portal-

Admin Portals:
MVNO Admin

1. Reporting / MIS
2. Manage customers and trouble tickets
3. Manage user access and security
4. Monitor MNO transaction processing.
5. Create and manage genealogy and distribution
6. Inventory mgmt

Reports

Reporting Options

Select options that best describe the report you are searching for.

> Main Search Options

Report Type:

Report Style:

Network:

Duration:

Year:

> Additional Options

> Search By Genealogy

Get Report

[View Report](#)

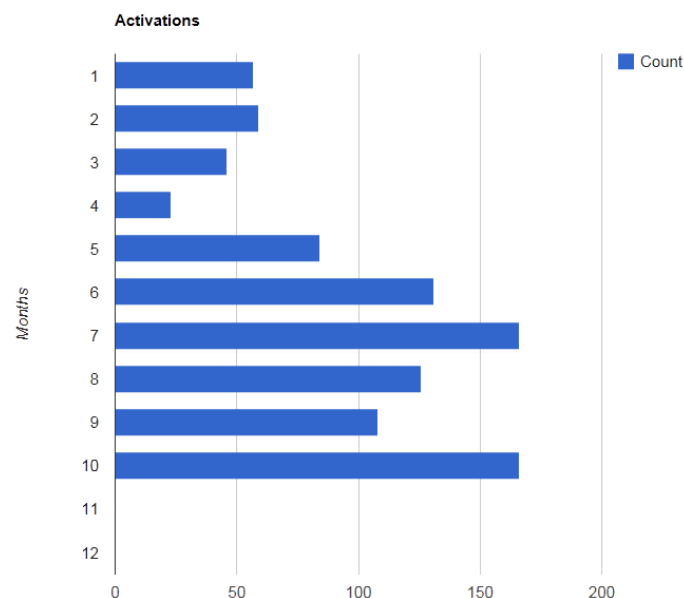
[Reset](#)

[Click to generate Excel.](#)

Reporting Results

Generated Graph

Displays visual results



Genealogy / B2B Commissioning

Genealogy / B2B Commissioning:
ISO, Master Agent, & Agent

1. MVNOs can offer their distribution 5 tiered commissioning levels
2. ISO, Master Agent, Agent, Dealer and one additional level which is usually assigned to employee
3. System automatically pays different levels via B2B ACH with no transaction fees charged

Commission Structure

* All fields are required. if left blank, a value of zero will be inserted.
** If a value greater than the Max Discount Rate is entered in the Discount Rate field, the Max Discount Rate will be inserted.
*** Mass update will apply the commission and discount rate to all active plans that meet the max limit. If the max limit is exceeded, the plan will not be updated.

Set Min/Max for entire commission structure: Not Selected

Description	Discount Rate	Commission	Mass Update	Active
CDMA 250 /w 3000 N&W	22.7 % Min: 0% Max: 22.7%	19.7 % Min: 0% Max: 19.7%	<input type="checkbox"/>	100
CDMA 400 /w 3000 N&W	24.8 % Min: 0% Max: 24.8%	21.8 % Min: 0% Max: 21.8%	<input type="checkbox"/>	100
CDMA 550 /w 3000 N&W	28 % Min: 0% Max: 28%	25 % Min: 0% Max: 25%	<input type="checkbox"/>	100
CDMA 850 /w 3000 N&W	30 % Min: 0% Max: 30%	27 % Min: 0% Max: 27%	<input type="checkbox"/>	100
CDMA 1300 /w 3000 N&W	28 % Min: 0% Max: 28%	25 % Min: 0% Max: 25%	<input type="checkbox"/>	100
CDMA 1900 /w 3000 N&W	29 % Min: 0% Max: 29%	26 % Min: 0% Max: 26%	<input type="checkbox"/>	100
CDMA 3900 /w 3000 N&W	28.7 % Min: 0% Max: 28.7%	25.7 % Min: 0% Max: 25.7%	<input type="checkbox"/>	100
Unlimited Voice (Restricted)	0 % Min: 0% Max: 0%	0 % Min: 0% Max: 0%	<input type="checkbox"/>	100
Unlimited Voice	0 % Min: 0% Max: 0%	0 % Min: 0% Max: 0%	<input type="checkbox"/>	100
Unlimited Voice and Text (Restricted)	0 % Min: 0% Max: 0%	0 % Min: 0% Max: 0%	<input type="checkbox"/>	100
Unlimited Voice and Text	0 % Min: 0% Max: 0%	0 % Min: 0% Max: 0%	<input type="checkbox"/>	100
Unlimited Voice and Text + 100MB Data	0 % Min: 0% Max: 0%	0 % Min: 0% Max: 0%	<input type="checkbox"/>	100
BB Unlimited Voice and Text + 100MB Data	0 % Min: 0% Max: 0%	0 % Min: 0% Max: 0%	<input type="checkbox"/>	100
Aircard 250mb	0 % Min: 0% Max: 0%	0 % Min: 0% Max: 0%	<input type="checkbox"/>	100

Navigation

lookup
☒ Customer Lookup
management
☒ Manage Customers
☒ Manage Logins
☐ Pin Management
☐ Activation Reports
☐ CSA Report
☒ Dealer Info
☒ ESN Upload
☐ Deposit Report
☒ Payment Reports
☐ Dealer Purchases

Point Of Sale Screens

Publish / Unpublish POS Functionality
☒ Accessory Page
☒ Member Services Signup
☒ International Long Distance
☒ Shopping Cart Page
☒ Customer Information
☒ Order Payment Options
☒ Customer Credit Card

Security Restrictions

Blocked states for activations

<input type="checkbox"/> Alabama	<input type="checkbox"/> Alaska	<input type="checkbox"/> American Samoa
<input type="checkbox"/> Arizona	<input type="checkbox"/> Arkansas	<input type="checkbox"/> California
<input type="checkbox"/> Colorado	<input type="checkbox"/> Connecticut	<input type="checkbox"/> Delaware
<input type="checkbox"/> District of Columbia	<input type="checkbox"/> Florida	<input type="checkbox"/> Georgia
<input type="checkbox"/> Guam	<input type="checkbox"/> Hawaii	<input type="checkbox"/> Idaho
<input type="checkbox"/> Illinois	<input type="checkbox"/> Indiana	<input type="checkbox"/> Iowa
<input type="checkbox"/> Kansas	<input type="checkbox"/> Kentucky	<input type="checkbox"/> Louisiana
<input type="checkbox"/> Maine	<input type="checkbox"/> Maryland	<input type="checkbox"/> Massachusetts
<input type="checkbox"/> Michigan	<input type="checkbox"/> Minnesota	<input type="checkbox"/> Mississippi
<input type="checkbox"/> Missouri	<input type="checkbox"/> Montana	<input type="checkbox"/> Nebraska
<input type="checkbox"/> Nevada	<input type="checkbox"/> New Hampshire	<input type="checkbox"/> New Jersey
<input type="checkbox"/> New Mexico	<input type="checkbox"/> New York	<input type="checkbox"/> North Carolina
<input type="checkbox"/> North Dakota	<input type="checkbox"/> Ohio	<input type="checkbox"/> Oklahoma
<input type="checkbox"/> Oregon	<input type="checkbox"/> Palau	<input type="checkbox"/> Pennsylvania
<input type="checkbox"/> Puerto Rico	<input type="checkbox"/> Rhode Island	<input type="checkbox"/> South Carolina
<input type="checkbox"/> South Dakota	<input type="checkbox"/> Tennessee	<input type="checkbox"/> Texas
<input type="checkbox"/> Utah	<input type="checkbox"/> Vermont	<input type="checkbox"/> Virgin Islands
<input type="checkbox"/> Virginia	<input type="checkbox"/> Washington	<input type="checkbox"/> West Virginia
<input type="checkbox"/> Wisconsin	<input type="checkbox"/> Wyoming	

Billing Information

We are committed to preserving your privacy and safeguarding your payment information and other personal data.

Company Name: (required)

Federal Tax ID: OR

SSN:

First Name:

Genealogy / B2B Commissioning

Genealogy / B2B Commissioning:
ISO, Master Agent, & Agent

1. MVNOs can offer their distribution 5 tiered commissioning levels
2. ISO, Master Agent, Agent, Dealer and one additional level which is usually assigned to employee
3. System automatically pays different levels via B2B ACH with no transaction fees charged

Welcome Guest Account.

Subscriber Summary Month To Date: 4 00 : 00 : 00 Start Reset

Customer Management Database Management Inventory Management Procurement Reporting

Genealogy ESN Mgmt Adjustments Admin Promo Codes Pin Management Login Maintenance Hot Phones Bulletin Board Navigation Management mCASH Upload

Search All Master Agents

Company Name: Promo Code:
 Federal Tax ID: - Name On ACH Account:
 SSN: - -
 First Name:
 Last Name:
 Telephone: - -

Sipos, Andy
Phone Number:

Modify Account
Create Master Agent

Commission Structure

Genesis Commu
ID
5639

Description	Discount Rate	Commission	Mass Update	Activation Discount Rate	Activation Commission	Activation Mass Update	Published
CDMA 200 1x 3000 MHz	22.7 % No Min 0% / Max: 22.7%	19.7 % No Min 0% / Max: 19.7%	<input type="checkbox"/>	100 % No Min 0% / Max: 100%	57 % No Min 0% / Max: 57%	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CDMA 400 1x 3000 MHz	24.9 % No Min 0% / Max: 24.9%	21.9 % No Min 0% / Max: 21.9%	<input type="checkbox"/>	100 % No Min 0% / Max: 100%	57 % No Min 0% / Max: 57%	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CDMA 800 1x 3000 MHz	25 % No Min 0% / Max: 25%	22 % No Min 0% / Max: 22%	<input type="checkbox"/>	100 % No Min 0% / Max: 100%	57 % No Min 0% / Max: 57%	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CDMA 900 1x 3000 MHz	30 % No Min 0% / Max: 30%	27 % No Min 0% / Max: 27%	<input type="checkbox"/>	100 % No Min 0% / Max: 100%	57 % No Min 0% / Max: 57%	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CDMA 1300 1x 3000 MHz	25 % No Min 0% / Max: 25%	22 % No Min 0% / Max: 22%	<input type="checkbox"/>	100 % No Min 0% / Max: 100%	57 % No Min 0% / Max: 57%	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CDMA 1900 1x 3000 MHz	25 % No Min 0% / Max: 25%	22 % No Min 0% / Max: 22%	<input type="checkbox"/>	100 % No Min 0% / Max: 100%	57 % No Min 0% / Max: 57%	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CDMA 2000 1x 3000 MHz	25.7 % No Min 0% / Max: 25.7%	22.7 % No Min 0% / Max: 22.7%	<input type="checkbox"/>	100 % No Min 0% / Max: 100%	57 % No Min 0% / Max: 57%	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Unlimited Value (Prepaid)	0 % No Min 0% / Max: 0%	0 % No Min 0% / Max: 0%	<input type="checkbox"/>	100 % No Min 0% / Max: 100%	57 % No Min 0% / Max: 57%	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Unlimited Voice	0 % No Min 0% / Max: 0%	0 % No Min 0% / Max: 0%	<input type="checkbox"/>	100 % No Min 0% / Max: 100%	57 % No Min 0% / Max: 57%	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Unlimited Value and Text (Prepaid)	0 % No Min 0% / Max: 0%	0 % No Min 0% / Max: 0%	<input type="checkbox"/>	100 % No Min 0% / Max: 100%	57 % No Min 0% / Max: 57%	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Unlimited Voice and Text	0 % No Min 0% / Max: 0%	0 % No Min 0% / Max: 0%	<input type="checkbox"/>	100 % No Min 0% / Max: 100%	57 % No Min 0% / Max: 57%	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Unlimited Voice and Text + 100MB Data	0 % No Min 0% / Max: 0%	0 % No Min 0% / Max: 0%	<input type="checkbox"/>	100 % No Min 0% / Max: 100%	57 % No Min 0% / Max: 57%	<input type="checkbox"/>	<input checked="" type="checkbox"/>
999 Unlimited Voice and Text + 100MB Data	0 % No Min 0% / Max: 0%	0 % No Min 0% / Max: 0%	<input type="checkbox"/>	100 % No Min 0% / Max: 100%	57 % No Min 0% / Max: 57%	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced 200MB	0 % No Min 0% / Max: 0%	0 % No Min 0% / Max: 0%	<input type="checkbox"/>	100 % No Min 0% / Max: 100%	57 % No Min 0% / Max: 57%	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Dealer Information

Username:
 Password:

Account Information

Dealer Code: 1000
 Create New Promo Code:

Move Account: Optionally Select One
 Start Date: 3/30/2011
 End Date: 3/30/2011
 Allow ACH Pmts: Y
 Starter Card: Not Available
 Starter Card Price: 36
 Cutoff Days: 0
 Active: Y
 Allow Customer POS: Optional

User Role: Dealer
 Default Store:
 Use as template: ☐ (only one per role type)

Allow Customer Credits: Yes
 Credits Allowed Per Customer: 2
 Credits Amount Allowed: 100

PCS Network Activation Fee:
 CDMA Network Activation Fee:
 GSM All Access Activation Fee:

Commission Structure

Distributor / Dealer Portal

Dealer Portal:
Activate, Replenish, & Manage Cust.

MVNOs distribution receives their own portal to:

1. Activate customers
2. Perform their own store level customer service
3. Upload ESN / IMEIs
4. Product training
5. Real time reporting
6. Manage employee logins
7. Announcements

Welcome Kid Mobile Dealer.

subscribers: Total Subscribers: 00 : 00 : 00 Start Reset

Lookup Management Reporting

Subscriber Summary

Month To Date: 18
Total Active Subscribers: 20
Total Subscribers: 20

System Updates

Mobile Commerce System Status GREEN
All system functions are active and operating at 100%

GSM Network System Status GREEN
All system functions are active and operating at 100%

ESN / IMEI Management

Upload ESN / IMEI

ESN / IMEI:
MSL Code:
Promo Code:
Is Returnable: ☒
Reserved: ☐
Phone Model:
Channel:
Click to Upload ESN / IMEI Upload

Upload SIM

ICCID:
IMS:
Supplier:
Channel:
Click to Upload SIM Upload

Training Manuals

Bulk Upload ESN / IMEI

Upload Configuration

In order to UPLOAD ESNs or IMEIs in bulk, use the following instructions and template (download template):

1. Use a 97-2003 Excel file (.xls). Do not use .xlsx files as they will not be recognized.
2. Headers are not a requirement within the excel file. The columns that are required are displayed below.
3. When uploading values that have a leading zero, use a single quote to force the field to be a text value.
4. Limit the number of rows to be less than 5000 in each file.
5. You will be provided with the list of results, which will inform you of how many rows were loaded successfully and how many failed.
6. Phone Model IDs are listed below.
7. Select "Browse" and choose your file, then click "Upload"

In order to VERIFY ESNs or IMEIs that have been uploaded previously, use the following instructions and template (download template):

1. Use a 97-2003 Excel file (.xls). Do not use .xlsx files as they will not be recognized.
2. Only one column is required, which should hold the value of the ESN / IMEI.
3. A heading value is required. Use "ESN / IMEI" as the column header.
4. When uploading values that have a leading zero, use a single quote to force the field to be a text value.
5. Limit the number of rows to be less than 5000 in each file.
6. An .xls file will be generated with additional output values that are currently in the system. The output column "In System (output)" informs you whether the ESN / IMEI is currently in the data base.
7. Select "Browse" and choose your file, then click "Verify"

Upload ESNs / IMEIs. Browse your drive for an excel file (.xls).
Browse Upload Verify

Excel Format

ESN / IMEI (required)	MSL Code (default: 00000)	Phone Model ID (required)	Is Returnable? (default: Y)	Is Reserved? (default: N)	Channel ID (optional)
AT&T Wireless	9357	Customer Owned			Handset
AT&T Wireless	9631	Carrier			GSM Phone
AT&T Wireless	9633	GSM			Sim Card
AT&T Wireless	9634	GSM Network			SIM
AT&T Wireless	9630	GSM Network			Sim Card
AT&T Wireless	9208	High Quality Handset			High Quality Handset

Phone Model IDs

Carrier	Phone Model ID	Manufacture Name	Model Name
AT&T Wireless	9357	Customer Owned	Handset
AT&T Wireless	9631	Carrier	GSM Phone
AT&T Wireless	9633	GSM	Sim Card
AT&T Wireless	9634	GSM Network	SIM
AT&T Wireless	9630	GSM Network	Sim Card
AT&T Wireless	9208	High Quality Handset	High Quality Handset

Distributor / Dealer Portal

Dealer Portal:
Activate, Replenish, & Manage Cust.

MVNOs distribution receives their own portal to:

1. Activate customers
2. Perform their own store level customer service
3. Upload ESN / IMEIs
4. Product training
5. Real time reporting
6. Manage employee logins
7. Announcements

Management Console v2.1

Home Log Out Back ESN Swap CS Analyzer Tickets

00 : 00 : 00 Start Reset

Lookup Management Inventory Management Reporting

Activate Replenish PIN Activate PIN Replenish Dealer Info Manage Logins ESN Mgmt Pin Management

RATEPLAN SELECTION

Network: ☒ Sprint Network

Retail Plan:

\$15 / 250 anytime / \$.06-.03 ovg	\$15.00
\$20 / 400 anytime / \$.06-.03 ovg	\$20.00
\$25 / 600 anytime / \$.06-.03 ovg	\$25.00
\$35 / 1000 anytime / \$.06-.03 ovg	\$35.00
\$45.99 Unlimited Voice, Text, 100MB Data	\$45.99
\$55 / Unlimited Voice, Text, & 500MB Data	\$55.00
\$60 / Unlimited Voice, Text, & 1GB Data	\$60.00

Features:

- ☒ Voicemail (English) | Standard Feature Package
- ☒ Call Waiting and Conferencing | Call Waiting and Call Conferencing
- ☒ Free Long Distance | Calling in USA
- ☒ In Network Roaming | Unlimited
- ☒ NADP Blocking | North American Dialing Plan Blocking
- ☒ Call Forwarding | Call Forwarding Feature
- ☐ Voicemail (Spanish) | Standard Voicemail but in Spanish
- ☐ Picture Mail | Monthly Picture Messaging | \$3.00

Data Features: 3G Data Access 0 MB Included | Usage Costs: \$.03 per meg

Previous NEXT

SQP- Supplier Queue Processors

SQP- Supplier Queue Processors:
Wireless Facility Carrier Net Ops

MVNOs and even MVNOs distribution can view supplier job queues which monitor all transactions that system is performing or needs to perform:

1. All queues should be 0 which means there are no pending transactions
2. Provides trust and accountability in system operations

Management Console v2.1

Today's: 00:00:00 [Start] [Reset]

Verizon 3G Data T-Mobile Unlimited Sprint MVNO Queues Mobile Commerce Queues LIGHTSQUARED Verizon MVNO Queues GSM Network Queue

Supplier: Verizon 3G Data

Verizon 3G Data Queues

Description: Select a MVNO.

Select MVNO: All Channels

Description: Select a supplier.

Select Supplier: Verizon 3G Data

[Search]

Description: Select search field and enter value.

Select Field: Select One

Search Value: []

[Search]

Verizon 3G Data Queues

Pending Orders / Declines

Pending and declining queues

Description	Quantity
Credit Check Pending Orders:	0
Orders Pending Payment:	0
EFT Fulfillment Declines:	0
EFT Competitive Conversion Declines:	0
Replenishment Declines:	2

Fulfillment Orders

Fulfillment queues

Description	Quantity
Pending Operations:	0
Ports Pending:	0
Ports Pending Fulfillment:	0
Pending Mobile Number Request:	0
Mobile Number Request:	0
Mobile Numbers Pending:	0

Clear From Queue

Payment Due Date:	4/21/2011 (15 days)
Payment Amount Due:	Not Available
Original Payment Date:	3/3/2011 (64 days)
Declined Payment Record ID	N/A
Promo Code / Market Info	1302
Customer Name	Tina Toste
Customer Daytime Phone Number	(559) 469-5120
Customer Email Address	none
Customer Mobile Number	(559) 816-4848

[Main] [Back]

FMS- Fulfillment Mgmt Systems

FMS- Fulfillment Mgmt Systems:
Inventory & Fulfillment mgmt

MVNOs and even MVNOs distribution can complete their own end customer fulfillment or have fulfillment completed for them:

1. MVNOs can have one central place to address all their inventory needs
2. Phones can be ordered and fulfilled with limited upfront capital
3. Suppliers can handle complete logistics and end customer fulfillment or deal bulk drop ship



Billing and Rating Engine

Billing & Rating Engine:
Consumer, Corp, Multi Level Supp.

MVNO can create any type of rate plan:

1. Billing engine can bill for any type of service (pre and post paid)
2. Addresses commissioning
3. Attachment of features
4. Family Plan Billing options
5. Blackberry compatible

Rate Plan Management

Filters

To begin please select an MVNO.

Select MVNO:

Show Expired: ☐

[Manage Categories](#)

Rate Plans

[Search Results](#)

Current Rate Plan

Rate Plan Information

Rateplan ID:

- > Plan Name / Included Minutes
- > Rates / Margins
- > Features
- > Airtime Cards
- > Bill Cycles
- > Ancillary Fees
- > PINs / Starter Cards
- > Post Paid Details
- > Control Parameters

Control Parameters

General Control Parameters

Zero Zero Plan: <input type="text"/>	Convertible: <input type="text"/>
Prorate: <input type="text"/>	Anytime Minute Plan: <input type="text"/>
SMS Blocking Enabled: <input type="text"/>	Auto Pay Bundled Required: <input type="text"/>
Dealer Only: <input type="text"/>	Force Airtime Card POS: <input type="text"/>
Bundle Decrement Minutes: <input type="text"/>	GPS Days: <input type="text"/>
GPS Charge: <input type="text"/>	Minutes To Add Per Call: <input type="text"/>
Daily Cost Per Minute: <input type="text"/>	Minutes Deducted (GPS): <input type="text"/>
Reactivation Fee: <input type="text"/>	Threshold: <input type="text"/>
Cutoff Minutes: <input type="text"/>	

Taxes

Fed Taxable: <input type="text"/>	State Taxable: <input type="text"/>
Tax Group Code: <input type="text"/>	Tax Item Code: <input type="text"/>

Billing and Rating Engine- Post Paid Billing

Billing & Rating Engine:
Consumer, Corp, Multi Level Supp.

Post paid billing and bill presentment are support including:


1. Enterprise Billing
2. Family Plans
3. Online Bill presentment along with paper billing via XML integration with OSG

FLEXION TM WIRELESS		Invoice Number	Account Number	Billing Date	Page
		635209201103	6335209	03-02-2011	1 OF 8
Invoice Overview American Farm Bureau Fed		American Farm Bureau Fed Attn: Christy wwww 2284 123423, ca 11111			
Summary of Charges		Payments/Credits			
Billing Cycle	02/02/11 - 03/01/11	02/15/2011 Overage credit for Mace Thornton \$10.81 01/02/2011 Invoice 02/15/2011 Overage credit for Matt Scramlin \$24.17 01/02/2011 Invoice 02/15/2011 Overage credit for Chris Watley \$52.83 01/02/2011 Invoice Total Payments/Credits \$87.81			
Previous Account Activity					
Previous Balance	\$6,470.33				
Payments/Credits Received	\$87.81				
Balance Before New Charges	\$6,382.52				
New Charges		Sub Accounts			
Voice Charges	\$943.59	2150706033037 AFBF-Accounting \$112.58			
Data Charges	\$931.30	2138310228120 AFBF-Administrative Services \$31.38			
Messaging Charges	\$117.17	2180919266089 AFBF-Economic Analysis \$92.25			
Activation Fees and Directory Assistance Charges	\$30.00	2199811628442 AFBF-Executive \$195.74			
Equipment, International Roaming and Misc. Charges	\$0.00	2114391064538 AFBF-Foundation \$78.75			
Total New Charges	\$2,022.03	2186069501960 AFBF-General \$29.00			
Total Amount Due \$8,405.35		2119293228174 AFBF-General Counsel \$107.50			
Payment Terms Due Upon Receipt		2182234113396 AFBF-IT & Comm \$344.61			
Please remit payment upon receipt of invoice. If your account is set up to charge your credit card, your credit card will be billed 5 days after receipt of this invoice.		2131169827412 AFBF-Organization \$183.76			
		2135715829516 AFBF-Public Policy \$556.26			
		2173144735790 AFBF-Public Relations \$291.00			
		Total New Charges \$2,022.03			
FLEXION TM WIRELESS		Invoice Number	Account Number	Billing Date	
531 Main Street Suite 602 El Segundo, CA 90245 www.flexion.com		635209201103	6335209	03-02-2011	
American Farm Bureau Fed www 123423, ca 11111		Due Date 3-12-11 Total Due \$8,405.35 Remit Amount \$ <input type="text"/>			
		Remit to: Flexion Wireless Suite 602 El Segundo, CA 90245			

Retail / Wholesale Billing QA:

QA, Rev. Assurance, & Alerts

1. B2B NACHA Batch reconciliation
2. Commission reconciliation
3. Carrier Monthly Bill Reconciliation
4. 3rd party supplier reconciliations




[home](#)
[logout](#)
[back](#)
[ESN Swap](#)
[CS Analyzer](#)


Management Console v3.3

Reporting


Payment Reports




ACTIVATION REPORTS




COMMISSION REPORTS



PAYMENT REPORTS



CHURN REPORTS



PRODUCT REPORTS

MORE ...

Customer Mgt

Database Mgt

Inventory

Procurement

Current Search: 5/2011

Year/Month: 2011 May

Submit

Schedule Batch Details Report

Email To:

Batch Date From / To: 5/5/2011 / 5/6/2011

Submit

PIN Batches

Batch ID	Batch Date	Total PIN Cost	# Rateplans	Ave Rateplan Cost	# Cash Cards	Ave Cash Card Cost
----------	------------	----------------	-------------	-------------------	--------------	--------------------

Dealer Bank Batches

Batch ID	Batch Date	Total Dealer Bank Cost
----------	------------	------------------------

\$0 Activation Card Batches

Batch ID	Batch Date	Total Cost
----------	------------	------------

Third-Party Topup Dealer Bank Batches

Batch ID	Batch Date	Total Dealer Bank Cost
----------	------------	------------------------

Activation Fees

Batch ID	Batch Date	Total
----------	------------	-------

.NET APIs

Over 120 .NET SOAP XML APIs which allows MVNOs to use an existing legacy billing system or create their own system. APIs include:

1. Activate / Deactivate
2. Manage Customer
3. Mobile Commerce
4. System also generates rated or unrated CDRs for each MVNO and places them in a secure FTP site for MVNOs to pick up

Table of Contents

MVNE PLATFORM WEB SERVICES API	6
INTRODUCTION AND OVERVIEW	
AUTHENTICATION MODEL	
SECURITY MODEL	
WEB SERVICE END POINTS	
For test (staging)	
For production	
APIs ARE IDEMPOTENT	
clientReferenceId	
BASE API	
CreateSecureSession	
GetSupplierPlannedOutage	
GetMobileNumber	
SHOPPING BAG API (SHOPPINGBAG.ASMX)	
CreateSecureSession	
Create	
InsertPhoneGroup	
InsertPhoneGroupFeature	
InsertPhoneGroupAccessory	
InsertShoppingBagItem_MCashStandalone_IIR	
InsertShoppingBagItem_MCashStandalone_IIR	
InsertShoppingBagItem_MCashStandalone_Personalized	
PreviewShoppingBag	
GetShoppingBagTotal	
GetDepositAmountRequired	
UpdateShoppingBagPhoneGroup	
ConvertShoppingBag	
CUSTOMER MANAGEMENT API's (CMSERVICE.ASMX)	
CreateSecureSession	
MainGetCurrentStatus	
CustomerLookup	
GetCustomerDetails	
GetCustomerDetails	
GetCustomerDetails	
InsertCustomerNote	
GetCustomerProducts	
GetRatePlanDetails	
InsertCustomerInformation	
GetCustomerServiceCallReasonList	
InsertCustomerServiceCallNote	
GetAccountAdjustmentReasons	
AdjustCustomerAccountForCreditsAndCharges	
AdjustCustomerAccountForBillDueDate	
AdjustCustomerAccountForPromoCodeChange	
GetCustomerUsageBillingCycleDates	
GetCustomerUsageCoverageDetails	
GetCustomerUsageCallDetails	

.NET APIs:
POS, IVR, DMS, CMS, Data App, SQP

GetCustomerDetails

```
public ObjectDetails[] GetCustomerOrders(string sessionId, string
customerId)
```

Description: Returns the orderID's, activationID's and other misc informations for an existing customer based on customer Id.

Input:

Parameter Name	Parameter type	Description
sessionId	string	required input parameter that identifies the secure session of the user. A call to CreateSecureSession is used to get this session ID.
customerId	string	The unique customer Id to lookup

Output:

Returns the orderID's, activationID's and other misc informations for an existing customer based on customer Id.

Custom Reporting Module

Reporting Module:
Online, Secure FTP, SMS, & email

1. MVNOs can create custom reports and or alerts and schedule them to run by: month, day, minute, or by trigger
2. Reports can be sent to secure FTP site, email, SMS, or reports can generate system actions
3. New reports requests can be sent to Unified Signal and implemented in hours vs. days / weeks

Report Manager

Existing Reports

You can click on an existing report to edit it or you can add a new report.

ID	Report Name
100	Archive Customer Usage
300	eom CSAnalyzer
400	eom CashLiability
500	eom Credits_Adjustments
600	eom Stacking
700	eom Usage
1500	eom Per Customer Commissions
1600	eom Post Paid Report
1700	eom Channel Profitability
1900	eom Channel Commissions
2200	eom Commissions Activation Cards
2300	Dealer Information Report
2400	Wholesale Bills
2500	Activation Details
2700	Post Paid Reports
2800	ILD Reports
3300	Subscriber Count Reports
3400	Customer Details Report
3700	Daily Charge Report
4100	eom - Data Charges
4400	Verizon Daily Bill Forward
4500	Missing CDRs
4700	Remaining Minutes Deficit Report
4800	Bad Debt Report
5000	Suspended Customers Because of Overage
5600	Phone Details Report

Report Manager

Existing Schedules

Displays existing schedules. Upon selection editable details of the schedule will populate.

MVNO:

Demo

Report ID:

Select Schedule:

Email Settings

Send To:

CC:

BCC:

FTP Settings

Folder Location:

File Settings

File Name:

Naming Convention:

Report Scheduler

☐ Daily
 ☐ Weekly
 ☐ Monthly

☐ Last Day of Month
 ☐ First Day of Month

Time of Day:

Day of Week:

Day of Month:

Run Variable Schedule:

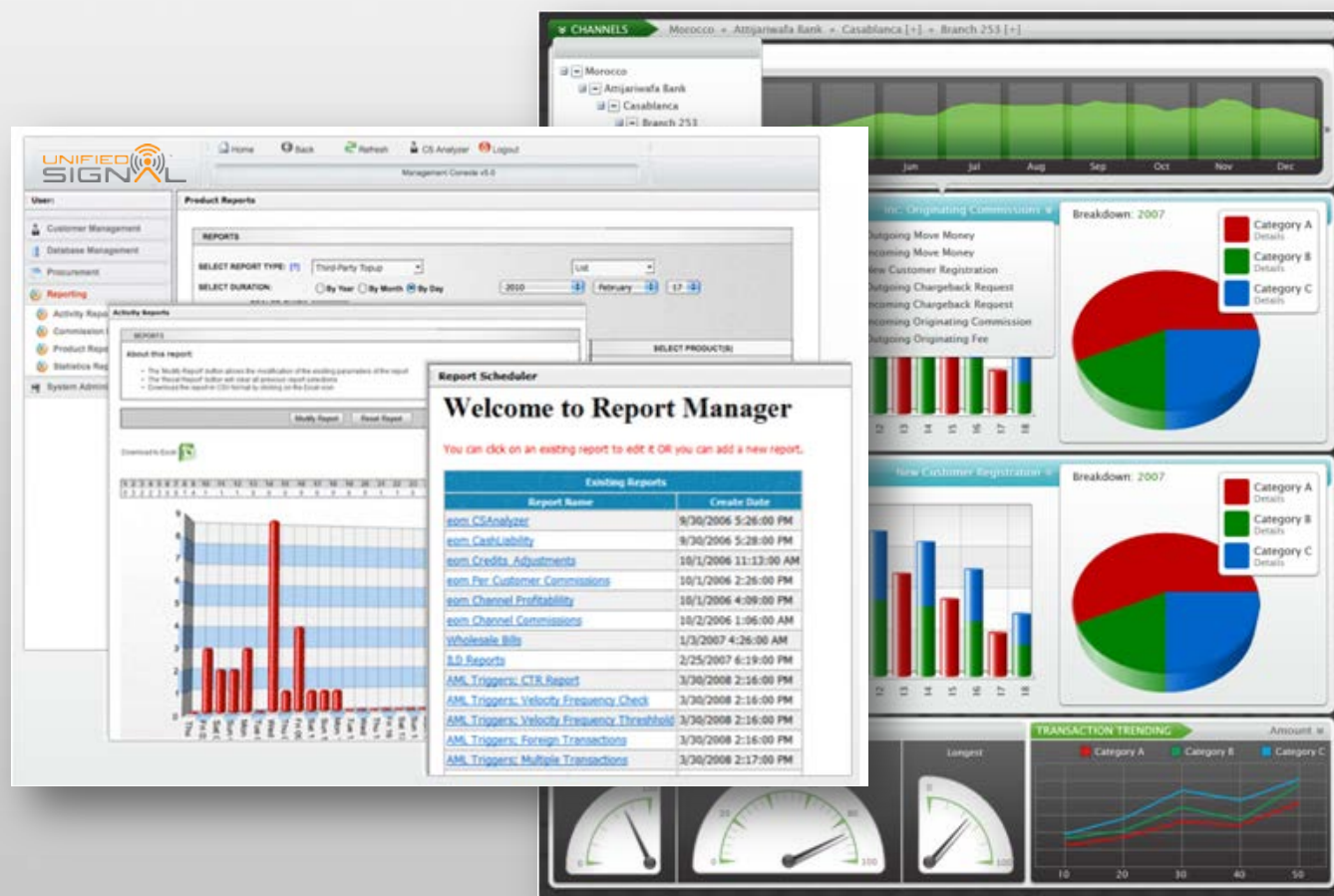
☐

Variable Schedule Days:

AFIDS Module (Anti Fraud and Intrusion Detection System)

AFIDS Module
Anti Fraud and Intrusion
Detection Systems

1. Extremely Proprietary module used to protect MVNOs against system penetration as well as MNO errors
2. Involves "AI" type programming that allows the system to self monitor and actually evolve using sophisticated layers of intuitive reporting and self monitoring and self adjustment



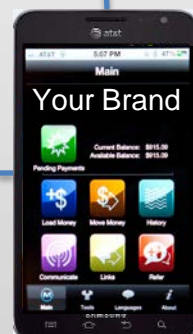
Mobile Wallet Ecosystem

Mobile Commerce Functional Suite:
Prepaid Debit Card, B2B & B2C Mobile
Wallet, MCN, Data App, ILD

Money On Methods

- Interconnectability
- Ease of use
- Secure
- Cost Efficient

Money Off Methods



Mobile Wallet Balance



Prepaid Debit Card Balance



* Method requires launch of Prepaid Debit card

Mobile Commerce Payment Suite

Technology provides for 2 types of products customers can choose from and both products are tied to a cellular phone data application:

1. A simple private label PayPal type of service where customers can load money via cash, credit card, checking / savings account, and PayPal and move money off their account to any checking / savings account, PayPal, or receive cash at 66,000 participating retailers locations across the US. This type of account has no monthly fees attached and customers can freely move money to other customers and purchase goods and services using their cellular phone.
2. Customers can also chose an optional feature to link their mobile commerce account to a prepaid debit card which will allow them to spend their funds on account anywhere Visa / MasterCard is offered as well take money out at any ATM world wide.

Mobile Commerce Functional Suite:
Prepaid Debit Card, B2B & B2C Mobile
Wallet, MCN, Data App, ILD



"TelBill's Mobile Commerce Module allows its client to cost efficiently launch a feature rich mobile commerce suite of services"



Mobile Commerce- Internet Point of Sale

POS- Internet Point of Sale:
Activate & Provision

1. Private Label
2. Can completely customize look and feel
3. Multi Lingual
4. .NET infrastructure
5. APIs available so client use existing system
6. Completely integrated and automated with payment processing suppliers

MTELCASH Account Activation

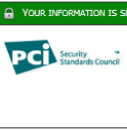

Personal Information - REQUIRED

First Name Address 1
 Last Name Address 2
 City
 State Zip Code
 Date Of Birth --

Contact Information - REQUIRED

Email Address Contact Number --
 Confirm Email Address

Security Information - REQUIRED

Username Hint for a secure username: Use 6 to 30 characters and start with a letter. You may use letters, numbers, and underscores.
 Password
 Password Confirm
 Password Strength Password not entered
 PIN (4 digits)
 Confirm PIN (4 digits)
 Security Color ☐ ☐ ☐ ☐ ☐ ☐ ☐
 Security Object ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
 Security Question Answer
 YOUR INFORMATION IS SECURE.  

Mobile Device Questionnaire - REQUIRED

Device Platform
 Mobile Number --
 Mobile Carrier

Upgrade to Personalized Account - OPTIONAL

Social Security Number -- Personalized Account: By entering your Social Security Number, the maximum allowed amount you can load onto your account increases from \$500 to \$10,000.

USA PATRIOT Act Notice
 To help the government fight the funding of terrorism and money laundering activities, federal law requires us to obtain, verify and record information that identifies each person opening an account. If you choose to create an mCASH account, you must provide us with the following information:

CMS- Customer Member Services

CMS- Customer Member Services:
CSR & End Consumer Self Care

1. Customer Information
2. Password / PIN mgmt
3. Create Payment methods
4. Send money
5. Load money
6. Schedule loads and payments
7. Transaction history
8. Secure
9. Multi Lingual

Management Console v2.1

Home Back Tickets Log Out

Account MTELCASH Cellular ILD

Home Mobile Wallet Request Payment Pin Management Close Account Transactions Send Money Upgrade Account Transfer To Bank Load Money Load Methods Add Scheduled Transaction

Scheduled Transactions Alternate ID Verify Micro Deposits

MTELCASH Account Balance

Current Balance	\$79.00
Available Balance	\$79.00

Last 3 Transactions

8/16/2012	Withdrawal/Debit	\$3.00
6/23/2012	Withdrawal/Debit	\$3.00
5/24/2012		

Notification Methods

Method: Email
Email: paris@holcenterprises.biz

Load Money

Add Money To Your Account

Transfer From: My Checking XXX Bank
Frequency: One Time Only
Transfer Date: (mm/dd/yy)
Mobile PIN #: (4 digits)
Amount: (US Dollar (USD))

Send Money

Send Money From Your Account

Available Balance: \$XX.XX
Send To Mobile #:
Amount: (US Dollar (USD))
Frequency: One Time Only
Mobile PIN #: (4 digits)
Message: (Max 32 characters)
SMS Notification: ☒ Notify Recipient via SMS of Money Transmission.

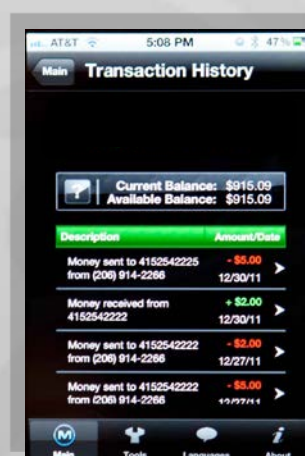
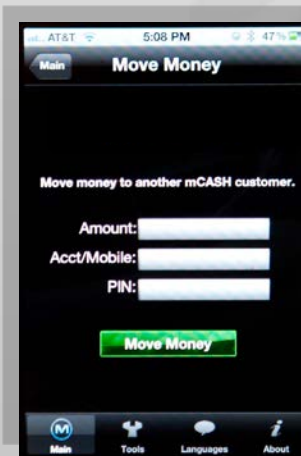
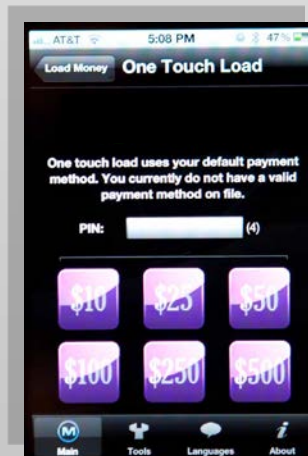
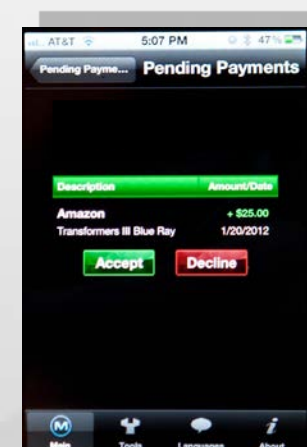
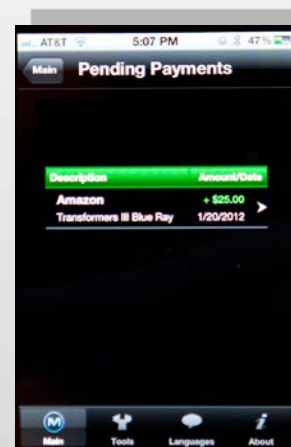
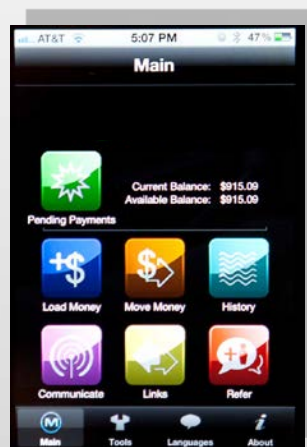
Transfer Funds >

Send Money >

Private Label Data Application

Mobile Commerce Functional Suite:
Prepaid Debit Card, B2B & B2C Mobile
Wallet, MCN, Data App, ILD

1. Bet Balance and Transaction history
2. Domestic and International money movement
4. Mobile Wallet (pending payments)
5. Load funds onto system via credit card, checking / savings, and cash
6. Move money off system via checking and savings, ATM, Visa / MasterCard
7. Works on 90% of all phones around the world



Mobile Wallet Product Suite

Applications:

1. Retail brick and mortar
2. Internet e-commerce sales
3. Street Commerce
4. Government supply chain
5. Non manned vending machines
6. Charitable Donations
7. Request Money to multiple people

Consumer buys goods and services from Merchant w/ Mobile Commerce Account

Merchant processes transaction using simple API suite

Merchant Benefits:

Merchant pays a fixed \$.10 per transaction vs. 1.5% to 2.5% of revenue

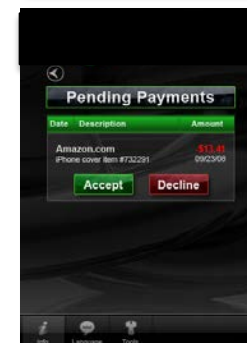
Virtually eliminates bad debt and credit card theft

Speeds up transaction

Money is debited from Customer's account and credited to merchant's account

Mobile Commerce Functional Suite:
Prepaid Debit Card, B2B & B2C Mobile Wallet, MCN, Data App, ILD

Customer uses their phone to authorize transaction



Mobile Commerce Communications Suite

1. Ability to customize the subject, message, and priority
2. Alter message type: text only, text and graphic message, call back button
3. Segment customer base and tailor message to customer group
4. Upload and manage your own coupons, advertisements, etc
5. Used to upgrade Mobile Commerce Data Application
6. Can be used to remind customers to pay bills or call customer service for an urgent issue that needs to be addressed

mCommunication

Subject: Restricted to 255 characters

Attribute: [CHANNELID] [CUSTOMERID] [ACTIVATIONID] [ORDERID] [ACCOUNTID] Attributes will insert customer-specific information into the message by pulling the data you choose from the customer's account. Just click the add button to enter the variable to the body of the message. For example, "You have [TotalPeakMinutesRemaining] remaining."

Message: Restricted to 600 characters (including the variables above)

Message Priority: Normal Priority

Message Type: Image

Include Image:

Image ID:

Button Text:

CUSTOMER FILTERS

Supplier: ☐ mCash Standalone ☐ PCS Network ☐ CDMA Service ☐ GSM All Access Limit communication to specific suppliers.

Cardholders: ☐ All ☐ VIP ☐ Non VIP Limit communication to only cardholders. Further define your filter by choosing specific types of cardholders.

Mobile Numbers: (optional) Limit communication to specific mobile numbers. Input the mobile numbers in a comma separated string (e.g. 2065551212,4255551212)

Area Codes: (optional) Limit communication to specific area codes. Input a comma separated string (e.g. 206,425)

Zip Codes: (optional) Limit communication to specific zip codes. Input a comma separated string (e.g. 98009,98101)

Tip: You can select multiple items by holding down the 'Ctrl' or 'Shift' button on your keyboard and making your selections with your mouse.

ISO(S)	MASTER
ALL All Affiliates Unified ISO	ALL

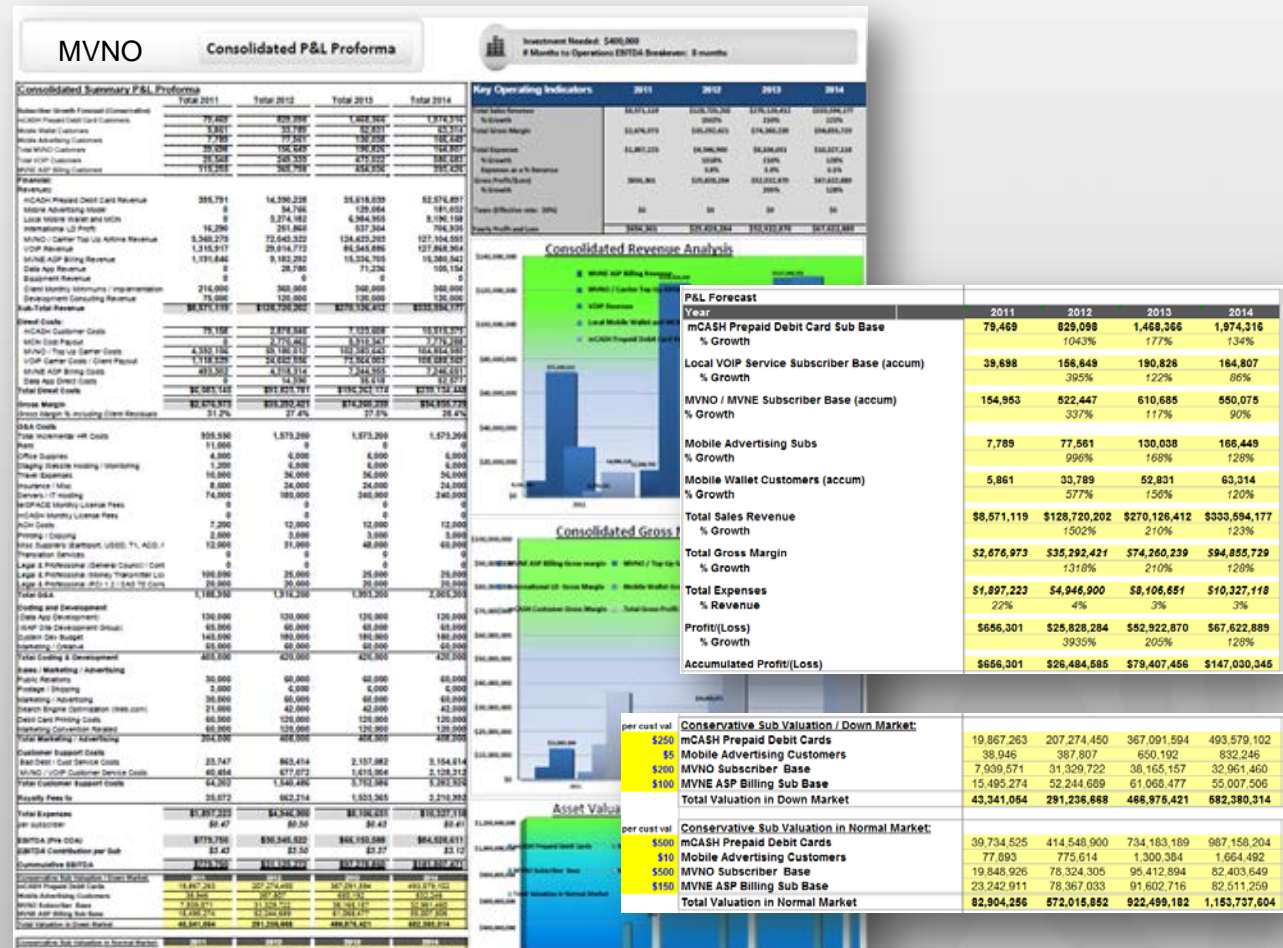
Mobile Commerce Functional Suite:
Prepaid Debit Card, B2B & B2C Mobile
Wallet, MCN, Data App, ILD



Pricing / P&L Modeling: Unified Signal

1. Create a detailed and accurate pricing model linked to a P&L financial model which help MVNOs model needed capital costs and better forecast profitability

2. Corporate valuations
3. Churn management
4. Rate Plan / Feature development



Marketing Strategy Consulting

Marketing Strategy:
Unified Signal

Unified Signal also has a full service marketing department providing MVNOs:

1. Logo / corporate identity design
2. Website design
3. Collateral Creation
4. Prepaid Debit Card design
5. Advertising design and promotional development
6. Actual marketing strategy and implementation

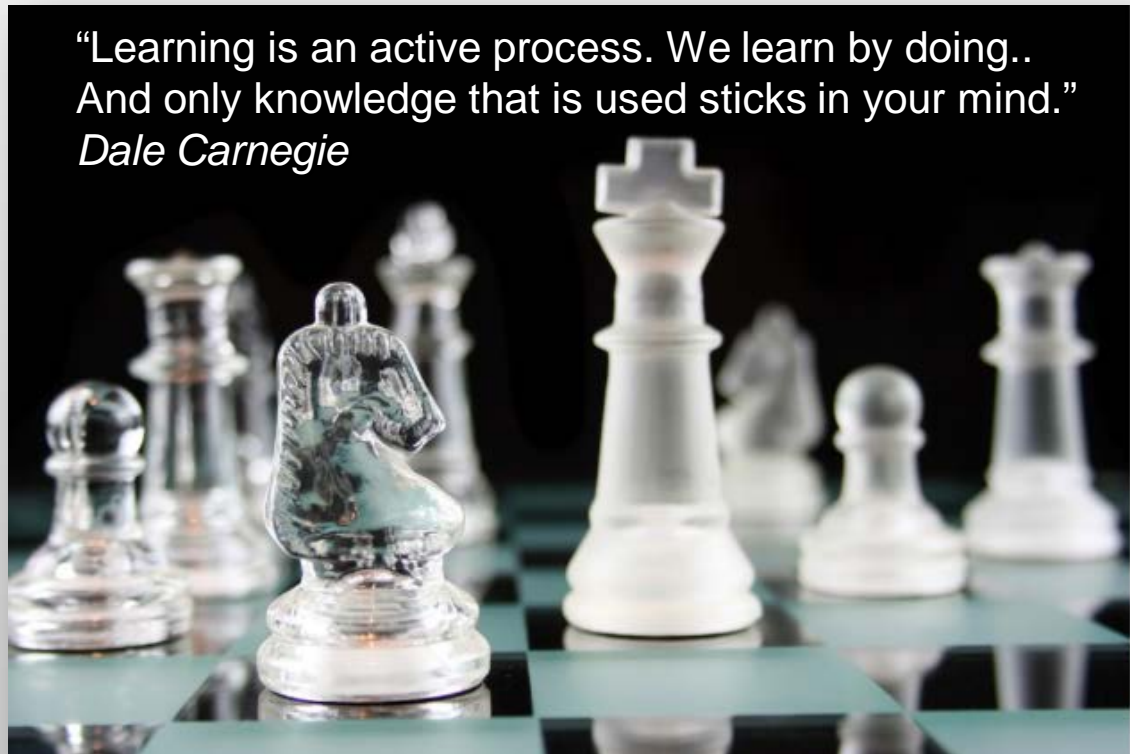
Business Development

Business Development:
Unified Signal

Unified Signal has a very large global network of business contacts to provide its MVNO clients:

1. Increased distribution
2. Top up locations
3. New products and service partners
4. Supplier relationships
5. Business troubleshooting
6. Mobile Commerce / Mobile Payments

**"Learning is an active process. We learn by doing..
And only knowledge that is used sticks in your mind."
*Dale Carnegie***

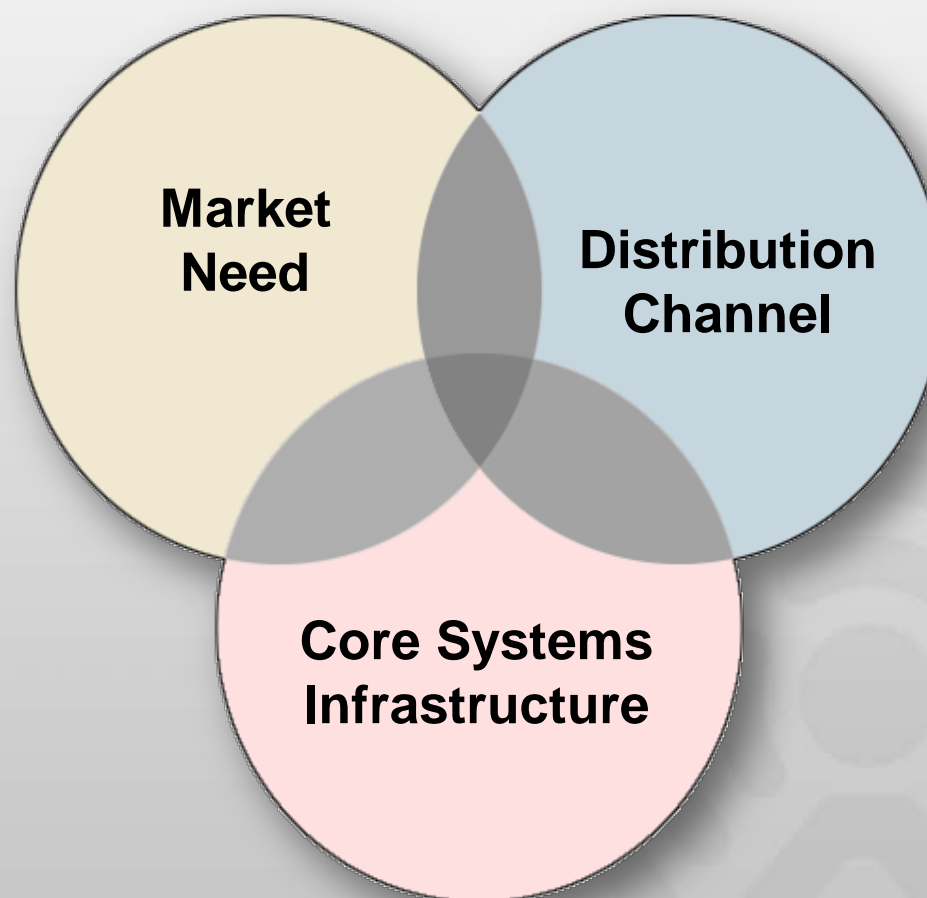


Product Development / Customization

Product Development:
Unified Signal

Unified Signal prides itself on helping its MVNO clients customize the system to support new functionality and has developed a time tested process to introduce new code quickly and cost efficiently:

1. Business requirements creation
2. Client approval
3. Coding
4. Testing and approval
5. Production beta launch
6. Production wide scale launch



2014 Product Road Map

Unified Signal is constantly investing a great deal of capital into R&D. The product road map can be divided into 5 distinct categories:

1. Globalization
 2. Mobile Commerce
 3. Technology evolution and expansion
 4. Addition of new products and services to bundle on 1 ubiquitous bill
 5. System feature enhancements
- Addition of full turnkey switched based VoIP services
 - International Expansion with European and South American MNOs
 - Internationalization of POS and CRM Code
 - Mobile Commerce version 2.0 Mobile Commerce Program inclusive of international money movement
 - Expansion of its Mobile Commerce data application to Windows 8 Phone

Next Steps:

1. LOI Creation / Execution
2. Contract Creation / Execution
3. Client fills out Implementation Manual
4. Address and scope any needed custom development work
5. Client set up, coding, and configuration
6. 30-45 day Launch Cycle for pilot launch
7. Client Acceptance
8. Full Production Launch
9. Continuous feedback and development loop

