

Apload Inspire – Information Service

SOLUTION DESCRIPTION

The Inspire Information Service enables operators to provide information services to customers while they are on the move. Customers wanting to have the latest information at their fingertips can connect to a whole range of real-time information channels, such as News, Weather, Finance, Sports and more. Enterprise and community customers will also find the service an invaluable way of reaching new customers and members.

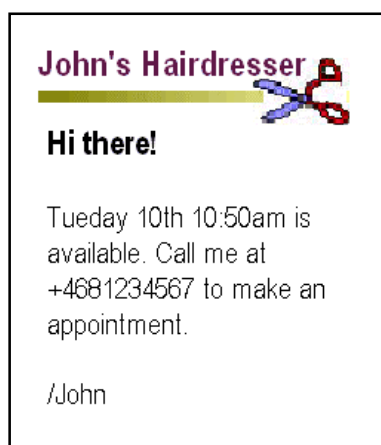
The services flexible design will attract a broad range of business and private customers. With support for a host of billing models and proven billing integration, the service is easily tailored to meet your marketing strategies.

STAY INFORMED

With the Inspire Information Service, customers can stay well informed with regular updates from news sites and other channels that interest them. Customers can choose between the SMS service and the richer MMS option to receive messages.

Operators will appreciate the Channel Management Feature, which will keep the service running smoothly and provide a convenient way to add new channels as your customers make increasing use of the service.

The customer also has a choice of web, WAP or SMS interfaces to manage their channel subscriptions. Customers are presented with straightforward choices when choosing which channel to connect to. The information presented is streamlined to make the best use of the capabilities of the customer's phone.



OFFER VIP SERVICES

Enterprise customers can avail of the Inspire Information Service to offer their customers a chance to receive updates about product they order. Enterprise customers can create a Notification Channel from which a customer can receive information about destinations and deliveries.

Other possibilities present themselves in the services sector. Hairdressers, dentists, etc. can offer a just vacated time slot to other potential customers.

EMPOWER COMMUNITIES

Operators can offer community groups the chance to keep members informed about current activities. Organising training, competitions and exhibitions will be revolutionised with the possibility to provide members with up-to-the-minute information.

Communities and clubs all have different needs. A football club could send out training notifications to the team or travel information to fans for away games. The Information Service will allow communities to target their different members using the Subscriber Channel Management Interface.

The service will be even more attractive to members if communities and clubs offer them the chance to download the club logo or ringtone. Communities in turn will benefit from the members advertising their membership in the club.

Football Training

Training has been postponed until Wednesday 23rd due to poor pitch conditions.

- [Check the weather](#)
- [Check training timetable](#)

KEY FEATURES AND FUNCTIONALITY

The channel management interface enables administrators to add channels, delete channels and set up connections to information feeds. Each channel has an information feed which provides information using a push or pull model.

A pull feed regularly calls a feeder script to scan for new information. The feeder is called at a configurable time interval e.g. every ten minutes. The Inspire Information Service comes with a web feeder that scans a web page and filters out the information of interest. Any new information is then queued for delivery onto the channel.

Custom feeder scripts may be created using the built-in customisation interface. Alternatively, an external information pusher may be used instead.

The Information Service offers operators flexible business models as a means for creating more complex business models as market demand grows.

By continuously logging and presenting real-time statistics for usage follow up, the Information Service makes it possible to tune and modify channel offerings and business models in order to maximise revenue and subscriber satisfaction. Statistical graphs and tables include most popular channels, the busiest times of the day and week and most used customer terminals.

The Inspire Information Service can be completely integrated to the operators billing and/or premium-SMS infrastructure, to enable per download or subscription based billing. It is prepared for both pre- and post-paid billing, fitting any requirement. The service ensures that no billing is initiated until the customer's purchase has been verified, minimising customer care efforts and costs. Should it still be necessary, the fully featured Customer Care functionality allows tracking individual transactions made by every customer.

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