



Company Profile

The OlistaSAM™ Advantage

- **Unique technologies** – that use real user data to identify adoption barriers, even revealing unknown issues
- **Adoption-specific methodologies** – to transform prospects into active users
- **Rich knowledge base of barriers**
- **Industry metrics** – statistics gathered by Olista and others are used to evaluate services vs. industry benchmarks
- **Actionable adoption solutions** – every barrier or opportunity insight is translated into a solution recommendation
- **Expert team** – oversees all aspects of adoption management

Olista is the pioneer of Service Adoption Management (SAM) for mobile service providers. Olista provides comprehensive solutions that enable operators to maximize the success of their value added services (VAS).

By combining technology and managed services, Olista makes it possible for managers of VAS to fully understand usage patterns and to identify and remedy usage barriers in real time, across customer groups and per individual customer – a level of granular visibility and access that is completely new in the mobile VAS market.

The Company's approach is based upon its team's extensive experience in mobile user behavior, mobile infrastructure and VAS, enabling Olista to create a uniquely comprehensive answer to operators' VAS adoption challenges.

Olista's flagship Service Adoption Management solution, OlistaSAM™, consists of all-inclusive managed services built around the powerful visibility, analytics and resolution capabilities of its breakthrough TAO™ technology. Olista's team of VAS adoption experts utilize advanced methodologies and expert knowledge to fully manage the adoption business processes of the services an operator has targeted for higher adoption. Using OlistaSAM, operators can finally provide the high-value user experience that is essential to VAS adoption.

Committed to VAS Success

For most VAS – including MMS, video streaming, 3G portals, and more – operators are now shifting their attention from stabilizing the technology to focusing on maximizing the business success. Olista's vision is to be the partner of choice for providers that want to increase adoption of their value added services offerings.

The Mobile VAS Challenge

Active users of VAS – subscribers who use one or more services on a regular basis – are crucial to the success of advanced services. But, even though awareness of VAS is on the rise in step with rising penetration of third generation handsets, the number of active users is stuck at just 15-30% of the potential market. Whether it is MMS, WAP, video or any other data-based service, most VAS are not even close to fulfilling their promise.

To establish the strong base of active users vital to VAS success, operators need to move beyond raising awareness and interest, to ensuring a smooth path throughout trial and adoption, all the way to "addiction" or active usage.

Operators routinely invest extensive resources in new service development and marketing, each of which has its own challenges. But, the greater challenge lies at the moment of launch and through the service life cycle, when there are numerous parameters that, depending on how they are tuned, can lead to smooth adoption or conversely to fast rejection.

To ensure that all parameters related to the launch and the ongoing service are optimized for the maximum number of potential users, operators need precise knowledge and deep insight into their customers' VAS usage – the kind of knowledge that only Olista is able to provide.

End-to-End Service Adoption Management Solution

The OlistaSAM solution complements traditional product marketing practices and management by focusing entirely on adoption. It uncovers usage patterns, reveals precisely where individual users encounter barriers, and triggers corrections, all in real time. This provides a complete solution for identifying and exploiting revenue generation opportunities and removing usability, training, pricing, interest and other user experience barriers, as well as technical barriers such as reliability and compatibility problems.

Armed with highly granular insight into virtually any aspect of usage and the ability to identify and remedy usage barriers, even those that have never before arisen, managers in charge of VAS marketing and content can make more informed decisions and better target offerings and campaigns. They can time service launches and special offers to customer groups or individuals for maximum effect and they can act quickly to remove barriers and exploit marketing and customer care opportunities.

Breakthrough Technology

Olista's patented TAO Technology is the foundation of the Company's offering. TAO monitors real users in real time, enabling actionable insight on their status. It enables identification and resolution of even previously unknown user experience problems. This goes far beyond the capabilities of other technologies and solutions, which often indicate that everything is working fine even when customers are experiencing problems.

By providing deep, real-time visibility into subscribers' interactions with a VAS, extensive control of the service, and powerful analytical tools, TAO Technology helps turn unprofitable, high-churn VAS offerings into successful services that stimulate customer loyalty, increase overall VAS usage, and generate meaningful profits.

Company Information

Established in 2004, Olista is headquartered in Israel, with a European sales and support office in London. The Company is led by a highly experienced team of telecom professionals with proven track records in mobile communications infrastructure products and mobile VAS, and is backed by leading venture capital firms.

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