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SIMtelligence™ Center
Flexible SIM Menu



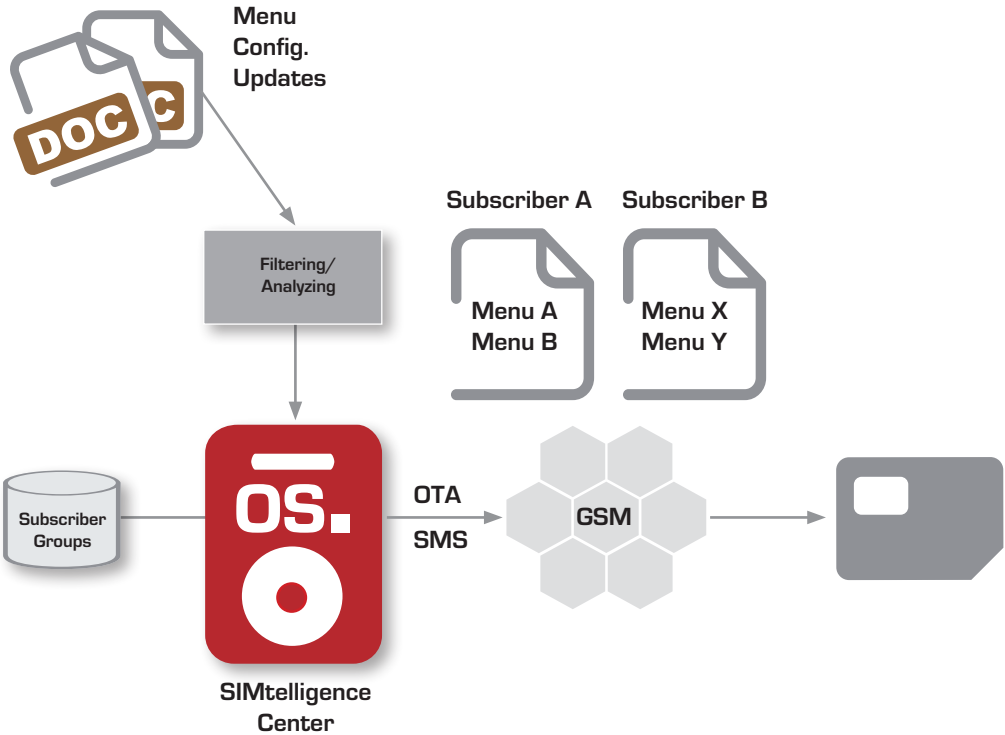
Orga Systems' SIMTelligence™ Center Flexible SIM Menu enables operators to offer tailored access to new services for all their subscribers. The Flexible SIM Menu solution provides a service for network operators which allows the remote management of SIM-based menus in an easy and convenient way.

The solution provides optimum flexibility for SIMbased menus after the SIM card is issued, while keeping the cost and time for menu changes low.

The Challenge

Subscribers look for the freedom to pick and choose services from their network operator while still enjoying a convenient and consistent way of accessing them. Network operators need to provide the capability for changing SIM-based

menus "on the fly" in an easy way. New services need to be rolled out to a broad subscriber base within a short time. Tailored services and menus provide the key to addressing all customer segments and enhancing the use of services.



___ The Solution

The Flexible SIM Menu solution provides a service for network operators which allows the remote management of SIM-based menus in an easy and convenient way. With an existing framework on

the SIM card, only the menu changes need to be sent to the SIM card, thus providing a cost-efficient and fast way of changing menus. The solution supports main and sub-level menus.

Your Benefits

- Cost effective change of menus
- Quick and easy introduction of new VAS
- Maximum flexibility for offering new services to all subscribers
- Personalized services for each subscriber
- Increased data traffic and revenue on account of access to service menus
- Decreased user barrier for utilizing new services, thus enabling value-added services for all subscribers



