

# Orga Systems.

#1 choice for real-time charging and billing



## Virtual Voucher System

Revolutionizing Prepaid Sales and Distribution Channels



Orga Systems' award winning Virtual Voucher System is the most innovative sales and distribution solution for prepaid recharge in the market. It provides operators with instant ROI benefits and features unique capabilities to optimize distribution networks, reach new customer segments, and to actively manage prepaid recharge strategies.

Orga Systems' Virtual Voucher System provides comprehensive functionality for all aspects of sales and distribution management in real time.

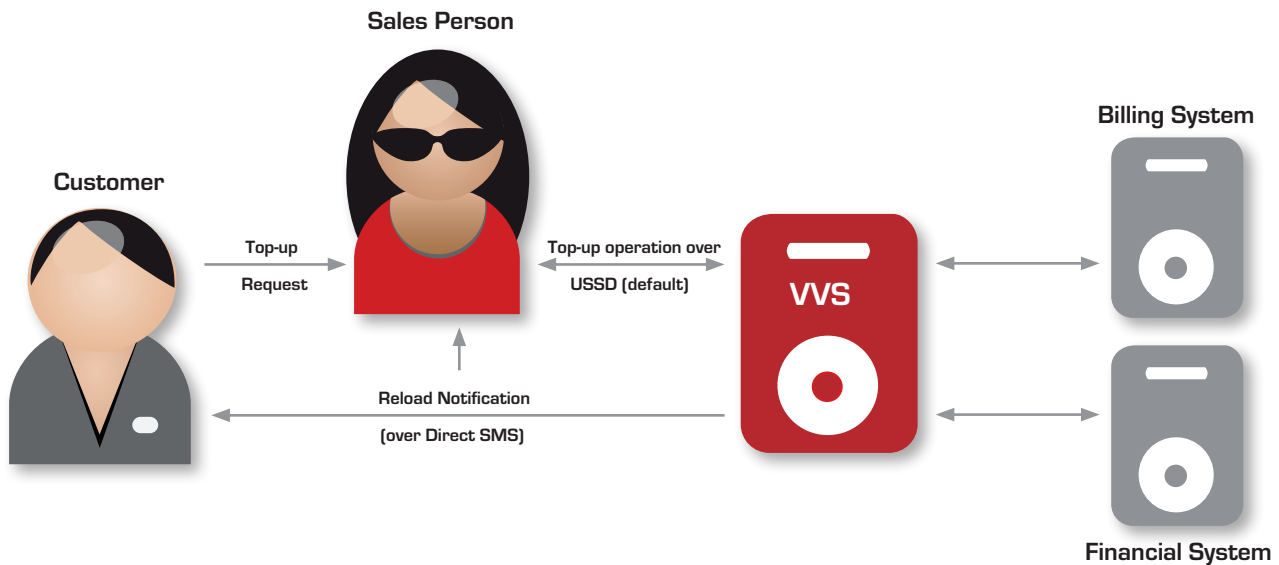


— Virtual Voucher System uses standard GSM mobile handsets as vending devices enabling a hierarchical network of distributors, retailers and street sellers to sell prepaid top-ups anytime and anywhere. It is superior to costly POS terminals and scratch cards and simply out-performs existing SIM and SMS-based top-up applications. Selling airtime with the Virtual Voucher System is fast, secure and convenient for both the sales force and the subscriber. Sales agents can share registered vending devices and are supported by menu driven processes and individual sales reporting functions.

## Providing Superior Functionality

Orga Systems' Virtual Voucher System provides comprehensive functionality for all aspects of sales and distribution management in real time. It supports sales channels in metropolitan retail

and high-street shop environments as well as in so-called street seller scenarios – also in rural areas facing logistical and sometimes even security challenges.



— Virtual Voucher System allows a sales person with a registered vending device to sell airtime directly to the subscriber. The sales person simply initiates a convenient and menu driven recharge request via USSD (Unstructured Supplementary Service Data) guaranteeing a fast transaction

processing. Immediately after the prepaid system has confirmed the account top-up, the customer and sales person both receive a confirmation of the transaction. This is realized via Direct SMS delivery over the operator's SS7 network, thus bypassing congested SMSCs.

*"Orga Systems' Virtual Voucher Solution offers us many new opportunities - be it reaching rural areas and opening up new market segments or be it better serving our customers within metropolitan areas."*

Claro El Salvador



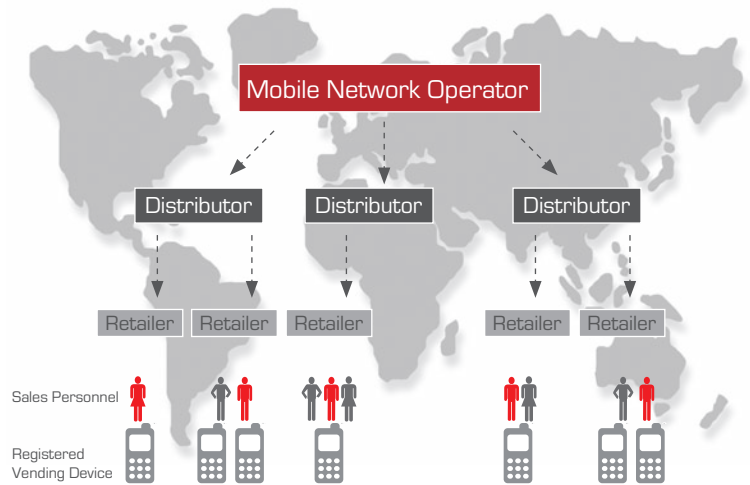
## Getting all the Benefits

Virtual Voucher System provides a highly cost-efficient yet convenient and secure way to sell prepaid airtime. With the Virtual Voucher System operators and distributors can easily reach new customer segments and gain valuable information about prepaid recharge preferences and subscri-

ber behavior. The system provides instant transparency and allows to launch targeted recharge campaigns and micro segmentation for top-up. For the prepaid customer, it features the most important buying aspects such as availability, ubiquity and ease of use.

# unique unique features

Orga Systems' Virtual Voucher System supports operators to manage and optimize a hierarchical network of distributors and retailers. It offers sophisticated sales channel and account management functions for the operator, distributor and reseller. An easy-to-use, web-based GUI provides role-based administration and executive reporting functions at the different levels of the hierarchy. Comprehensive account management functions enable operator, distributor and retailer to negotiate and monitor airtime credit and debit limits for payment in advance or monthly payment plans. Any range of denomination values can be freely configured and instantly launched in specific sales regions, for dedicated customer segments or to promote new recharge campaigns.



## create executive sales reports

manage distributors and sales regions



activate/block vending devices

Transfer Date	Type	Transferred by	Amount
17.06.2008 18:55	Credit	Distribution Manager	854
21.06.2008 18:55	Credit	Distribution Manager	35
			<b>Total of Credits: 889</b>
			<b>Total of Debit: 0</b>
<b>Distributor: 000764121 - #Bolsalva BA</b>			
17.06.2008 18:35	Debit	Distribution Manager	34
25.06.2008 16:42	Credit	Distribution Manager	693
			<b>Total of Credits: 659</b>
			<b>Total of Debit: 0</b>

monitor dealer airtime credit/debit limits

## configure campaigns with micro segmentation



TIM Celular and Orga Systems

### Virtual Voucher System

- ... is in operation, with over 100.000 registered POS vending devices
- ... is winner of the TMForum Excellence Award 2008
- ... is winner of the Global Telecoms Business Innovations Award 2008
- ... is the fastest and most robust recharge system in the market
- ... provides outstanding ROI advantages and break-even after 6 months



Claro El Salvador and Orga Systems

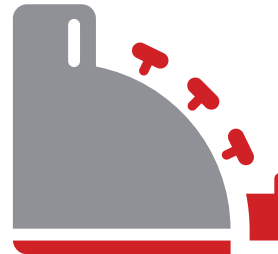
## Connect Established Channels

In addition to the utilization of GSM handsets as vending devices, Orga Systems' Virtual Voucher System can easily be connected to other device types in use, independent of the applied technology or bearer.

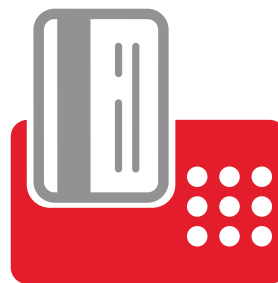
This enables telecommunication service providers to capitalize on existing sales and distribution partnerships in the retail sector. An easy-to-implement API can be used to connect Virtual Voucher System to any retail cash register, point-of-sales terminal or web client. With Virtual Voucher System operators can expand their relations and enable joint market opportunities with leading retailers.

Orga Systems' Virtual Voucher System facilitates the integration of partner systems in the banking and financial area via an ISO 8583 standardized interface. By this means, operators can offer to their subscribers a convenient mobile account top-up via bank ATM.

The Virtual Voucher System is extremely flexible and supports crucial local market requirements, for instance those based on regulatory obligations. Examples are: providing printed receipts for top-up purchases as required in some Eastern European countries, enabling cancellations of recent transactions in order to reverse purchasing processes or supporting transparent complaint procedures.



**Retail/POS  
Cash Register**



**POS Terminal  
with Printed Receipt**



**Bank ATM**



**POS Web Client**

TIM Ponto de Venda (PDV) is based on Orga Systems' Virtual Voucher solution. It revolutionizes the way prepaid services are sold in Brazil. TIM PDV provides all functions needed by distributors and resellers to sell and manage prepaid top-ups in a fast and efficient way. The operator plans to roll out 180.000 PDV vending devices and has been very successful to actively manage new recharge strategies and to capitalize on the existing distributor relations and sales networks.

Brazil has over 160 million mobile subscribers, the majority (80%) of them being prepaid customers. In order to enable this important payment option TIM sells top-ups via a complex network of distributors and thousands of resellers. Facing frequent challenges and efforts related to voucher code distribution and costly scratch card logistics TIM decided to launch TIM PDV. Therefore a sophisticated sales and distribution system was needed that created a new win-win situation for TIM and its distribution partners. At the same time it was important to gain instant subscriber acceptance and satisfaction.

Further on TIM achieved additional project goals like:

- Speed up the launch of recharge campaigns
- Gain additional business intelligence and sales statistics
- Reach new customer segments
- Securely manage payments and settlement of distributors and resellers

TIM PDV uses standard GSM mobile handsets as vending devices enabling a hierarchical network of distributors and retailers to sell prepaid top-ups. Therefore TIM launched special PDV promotion packs, including a TIM-branded PDV vending device to promote the new solution and to create additional brand recognition effects.

Resellers can share vending devices and are supported by menu driven processes and individual sales reporting functions. With the launch of TIM PDV, the operator achieved tremendous cost savings and recharge service improvements for its customers and distribution partners.





*"TIM always strives for innovation and maintains an ambitious vision of being a benchmark in the communications industry. So when we were looking for a new recharge system it had to deliver a truly transformational impact and fulfil the high demands of both, our customers and distribution partners.*

*Therefore Orga Systems' Virtual Voucher provided us with superior functionality and performance to optimize our recharge strategy and distribution network."*

TIM CELULAR S.A..



