

# **WebToGo OneClick Internet Connection Manager**



## **Value Proposition for Mobile Network Operators**

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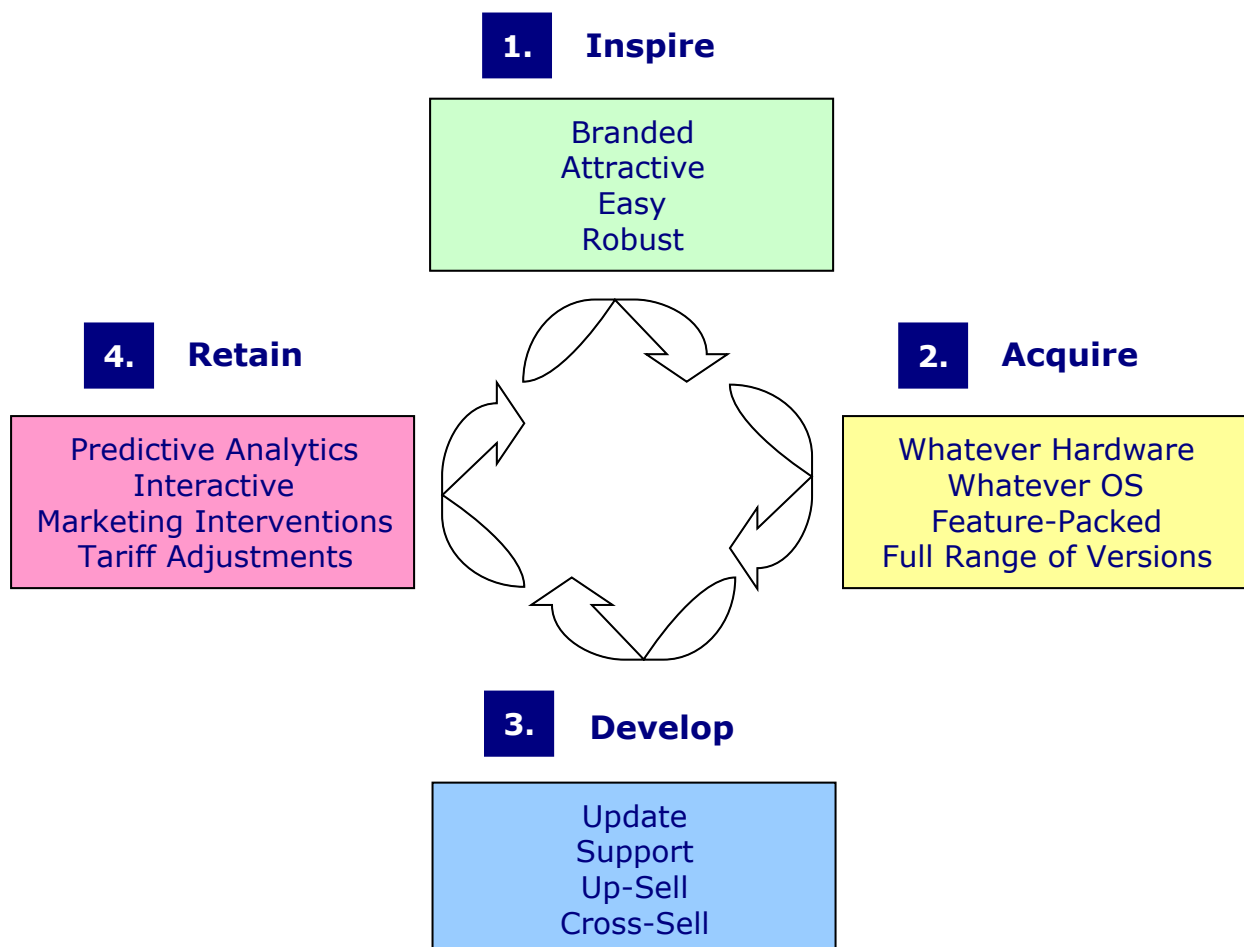
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## Introduction

High-performance, affordable mobile broadband is a reality today and customers are literally spoilt for choice. They perceive fewer real service differences and only a minority are able to differentiate the offering by hard-to-grasp, technical criteria such as HSDPA vs. HSUPA or modem specifications.

The connection manager is where all users experience the mobile Internet service. It is the single most valuable marketing tool in catering to mobile broadband customers throughout their lifecycle. WebToGo OneClick Internet has all the characteristics and features to allow you to devise cutting-edge value propositions and marketing campaigns.

### The mobile broadband customer's lifecycle



## Inspire new customers

Differentiate your service with an appealing user interface. WebToGo puts all its expertise and years of experience at your disposal to design your own connection manager to reflect your corporate identity. Even before getting the user connected flawlessly and easily across devices, a connection manager has to capture an envious glance from a neighbour in the airport departure lounge.

WebToGo's GUI is a completely separate layer to the underlying patented core, a layer you can shape, colour and brand to your liking. You may want skins, so the business user, the geek or the fashion-conscious can choose the interface to match their style. Most important is the concept that OneClick Internet can be used for merchandising. At the same price as yet-another connection manager, your connection manager can become a must-have gadget to attract and churn new customers.



When it comes to connecting, under the hood OneClick Internet sports WebToGo's patented multi-device connectivity technology, which guarantees a fast, reliable and successful connection. In case you want your connection manager to support different technologies (3G, WiFi, ADSL, etc...) there is plenty of room to tailor the user experience: from hard-coded scanning priorities to allowing the user full liberty of prioritising his connection profiles. You can even go as far as determining which applications have access to the Internet according to the connection type, cost and speed so that, for example, Windows will not start downloading updates and service packs when you're on a mobile connection.

## **Acquire Ideal Customers Efficiently**

OneClick Internet is a feature-packed solution, which allows servicing customers whatever the hardware and device. WebToGo is the only ISV who has fully internally designed and autonomously develops its solutions across all platforms, that is: Windows, Mac, Linux and Windows Mobile. You won't need to differentiate your value propositions by hardware or platform, nor choose and manage different providers anymore.

Acquiring customers admits no delays and WebToGo has a history of meeting the Network Operator's time to market deadlines for new devices. Thanks to its patented multi-device technology WebToGo was the first to enable Mobile Network Operators to ship USB dongles with their own connection manager on it. This was made possible by:

- Working well – WebToGo retains talent. Our software engineering team grows but doesn't rotate. Since its foundation in 2001 WebToGo hasn't lost one single key software engineer. This gives us full control over the code we designed.
- Working longer - our closely linked development units, in Germany and India, allow us to rely on 16-hour development cycles.
- Working efficiently – our operations follow strictly controlled procedures and fully optimised workflows. We rely on advanced project and knowledge management tools, which log all critical information. Our clients have direct access to our development platform, so the first available developer picks up feedback without lags.
- Working with the whole value chain – WebToGo's mission of supporting the greatest number of devices on the market is accomplished by networking with all key device manufacturers.

Integrated development across platforms allows economies of scale that turn into very appreciable time and money savers, and you can give more value to your hardware by enabling each modem on all platforms, with the same user-experience, preserving just those OS peculiarities that drive users' choices.

OneClick Internet can either come as an all-in-one dashboard or you can opt to have different versions to match client segments and marketing drives:

- Put Windows, Mac and Linux versions directly on-board USB sticks and PCMCIA cards. OneClick Internet can run directly from the modem device, without any installation. Users will be able to carry their USB modem in their pocket and plug it in any computer, without leaving personal information or unbilled traffic behind.
- A business version is mandatory. This will have blackberry support and configurable connection settings, including logic that tunnels certain applications via a VPN connection. We even offer an administration tool for larger corporations where an IT manager only needs to configure one connection manager and simply import the configurations file in all the notebooks in use with the company's mobile workforce.
- Launch a cool, lightweight mobile phone only version and let it spread virally: bundle it with magazines, get it into schools and universities. It will allow you to enjoy the traffic generated by occasional users.

Additionally OneClick Internet offers SMS and MMS functionality and all the information the user needs to manage his data traffic and control his bill, including network suggestions when roaming and the possibility of setting thresholds, which will trigger alerts. Plenty more functionality can be added:

- Location-based services
- Mobile TV - WebToGo will launch its own mobile DVB (T and H) client in 2009
- Content optimisation. This can be made available by WebToGo or by integrating third-party technology
- Software downloads – Ring tones, MP3s, or applications can be downloaded via the connection manager and charged to the user's telephone bill.

## **Develop the Relationship with your Customers**

This is where WebToGo's server technology comes in handy to assure clients are always up-to-date and cared for.

OneClick Internet's patented client-server architecture stores all critical information in a server database, where WebToGo's team keeps it constantly up-to-date, and feeds revisions to the client when required. This includes new client software versions, drivers and even firmware updates to make sure not a single connection attempt ever fails. If a user changes modem, the software will automatically load new drivers from the network on demand, allowing the user to keep on using the same connection manager.

Besides managing updates, WebToGo's server also allows user profiling by:

- Offering real-time access to key information on the connections established such as: time, date, duration, data transferred, OS and devices used.
- Allowing pushing content to users, which they will see upon each connection.

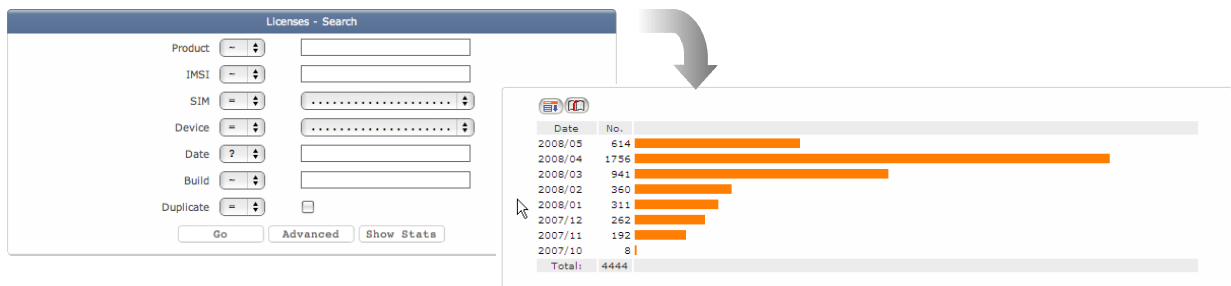
The possibility of targeting users with content that is compatible with their usage pattern allows up-selling: converting high-volume mobile phone users to data cards or USB modems and pre-paid customers into contracts or upgrading a user's tariff plan; and cross-selling: advertising other products, services or devices.

Besides advertising the carrier's own products and promotions, WebToGo's client-server architecture is also a great infrastructure to exploit new business such as shared-revenue models on third party premium content, reselling Google-Ads or hosting targeted marketing campaigns.

## Retain Profitable Customers

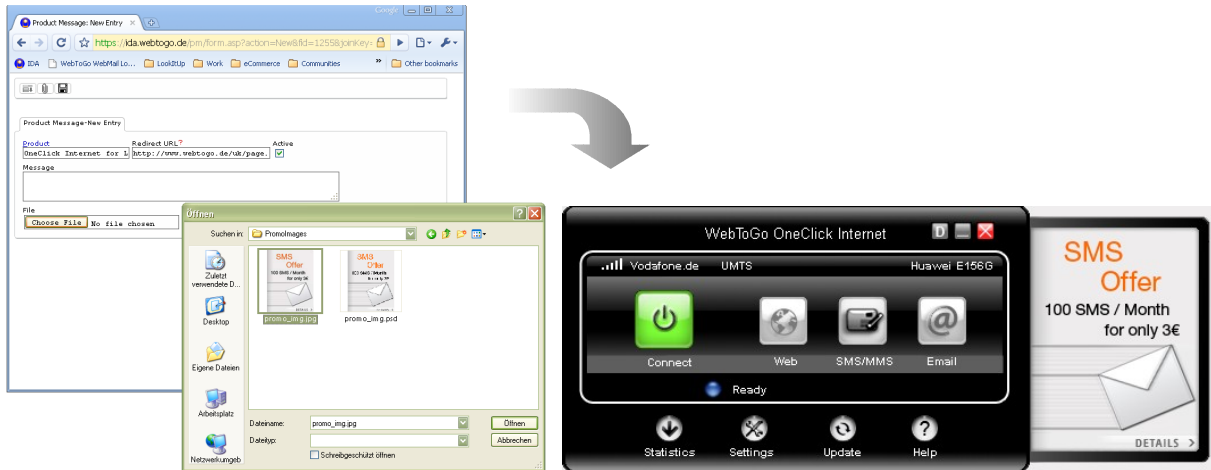
Not all customers are equal; some are more profitable and valuable than others. On average, it is less expensive to keep an existing customer than to acquire a new one. Keeping all your existing customers would be ideal, and is possible by having access to information that allows anticipating why each of them might leave. WebToGo's predictive analytics tools allow determining which of these customers are likely to leave and decide on appropriate marketing interventions to convince them to stay.

### Example 1: Statistics



A clear-cut case is being able to analyse the impact of tariff changes on connectivity patterns. Designing the right tariff is about knowing each user's requirements and just how much each user is comfortable with spending for his data connections. The sporadic user might be happy with less bandwidth if this comes at a cheaper price, whereas the business user is typically a lot less cost-sensitive, but he won't think twice before changing carrier if his bandwidth is not satisfactory. WebToGo's exclusive server technology allows the carrier to know which is which and to send targeted promotions aimed at maintaining satisfaction right across his customer base.

## Example 2: Advertising



## Example 3: Service Message

