

iConnectivaCloud

Business Release
06/24/2014

We are pleased to announce that iConnectivaCloud is the first solution in the telecom industry to be structured as an outcome centric offering that seamlessly blends SaaS (software-as-a-service), business consulting and managed services to deliver targeted business outcomes across the entire revenue value chain and all customer touch points. Said Adam Maghrouri, President of Americas at iConnectiva.

iConnectivaCloud delivers Tier 1 grade service fulfillment capabilities including network discovery and reconciliation, planning & design, capacity management, problem resolution, network lifecycle management, and service provisioning all via the cloud. You get all of the benefits of a state of the art OSS/BSS suite without the pain and cost of implementing and maintaining it. It makes available "on demand" the entire suite of iConnectiva's analytics platform and applications including revenue management, fraud management, data management and customer experience analytics for our customers across Telecom, Media, Utilities & Enterprise continued Adam Maghrouri.

Some of the advantages that our customers will see are:

Advantages

Access Anywhere

Access iConnectivaCloud from any device anywhere with a web browser for a low fixed price per month.

Reduced Cost

Eliminate costly upfront investments in software and hardware and helps realize business value much faster than traditional implementations.

Complete Control

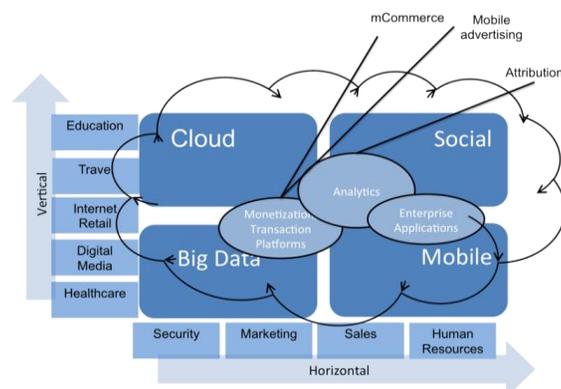
Take advantage of a la carte selections and deliveries.

Ease of Operation

Leverage iConnectiva's rich domain expertise and managed services capabilities to outsource and automate core operational activities.

Top-notch Infrastructure

Utilize iConnectiva's world-class data centers around the world with unparalleled security, reliability, availability and redundancy.





Our turn-key Managed Services on iConnectivaCloud allows you to focus on your core business and customer-centric activities, while we take care of the day-to-day operational, solution management and reporting needs. We assure standards of quality, repeatability and accountability, in a low risk and cost-effective manner continued Adam Maghrouri, President of Americas at iConnectiva.

Highlights

- ✦ Cloud-based services for Data Monetization
- ✦ Revenue Assurance and monitoring across 30+ coverage areas
- ✦ Improved Asset Management (minimize stranded assets and maintenance costs)
- ✦ Disaster Recovery (preserve last known network layout)
- ✦ Improved Time-to-Market for services (faster build-outs and process automation)
- ✦ Customer experience monitoring for on-portal, data services and multi-channel interactions
- ✦ QoS monitoring for Enterprise Customers
- ✦ Monthly subscription pricing, based on coverage areas/risks/vulnerabilities/scope of controls
- ✦ Integrated full-service offering including business consulting and managed services
- ✦ Reduced costs of operations with significantly greater efficiency. Reduction in personnel management, training and issues related to retention, and staffing overheads
- ✦ Business agility and flexibility through increased focus on core revenue-generating activities
- ✦ Minimize problem resolution time (In-depth network visibility)
- ✦ Fast Identification of customers affected by equipment failures (linkage between device, service, customer)
- ✦ Improved Time-to-Market for services (faster build-outs and process automation)

About iConnectiva:

iConnectiva (previously known as Mara-Ison Connectiva Ltd.) is an Analytics product and services company with focus on customer data monetization. The company provides a portfolio of analytics solutions, which enable telecom, financial, media, and utility companies to lower churn, improve operational effectiveness, boost ARPU and increase overall profitability.