

DEALER RECHARGE

GROW AN EXTENSIVE DISTRIBUTION CHAIN —
AND WATCH IT WORK FOR YOU!



WHAT IS A DEALER RECHARGE?

Amdocs Dealer Recharge service enables service providers to resell their airtime to dealers by setting airtime distribution channels electronically. Using the Amdocs Service Platform, service providers can define a chain of distributors, sub-distributors and retailers to exponentially grow their number of subscribers and revenues - all done without even spending a cent on advertising or distribution channel recruitment.

Each dealer (distributor, sub-distributor or retail) can buy discounted airtime stock and resell it to the next dealer in the chain, or directly to subscribers in the case of retailers. Service providers have the flexibility to offer each dealer different discount and commission sets.

PART OF A COMPLETE SERVICE DELIVERY PLATFORM

The Dealer Recharge service is part of the Amdocs Service Platform and Value-Added Service Portfolio designed specifically for service providers like you. With dozens of out-of-the-box value-added services included in the Amdocs Service Platform you are on track for rapid service creation, fast time to market and immediate ROI – all at a price you can afford!

EVERYONE BENEFITS - SERVICE PROVIDERS, DEALERS AND THEIR CUSTOMERS

With the extensive experience and insight Amdocs has gained from partnering with service providers, we understand how to deliver maximum benefits to both you and your customers. Amdocs Dealer Recharge expands your distribution channels, with minimum effort.

SERVICE PROVIDER BENEFITS

- > An effective tool for service providers to differentiate, reward or decompensate dealers.
- > The service expands and broadens distribution into non-traditional retail channels.
- > Makes lower-value recharges financially viable, due to reduced overhead.
- > Streamlines and flattens your distribution network.
- > Gives you a competitive edge.
- > Operates over any network.
- > Ensures fast time to market.

DEALER BENEFITS

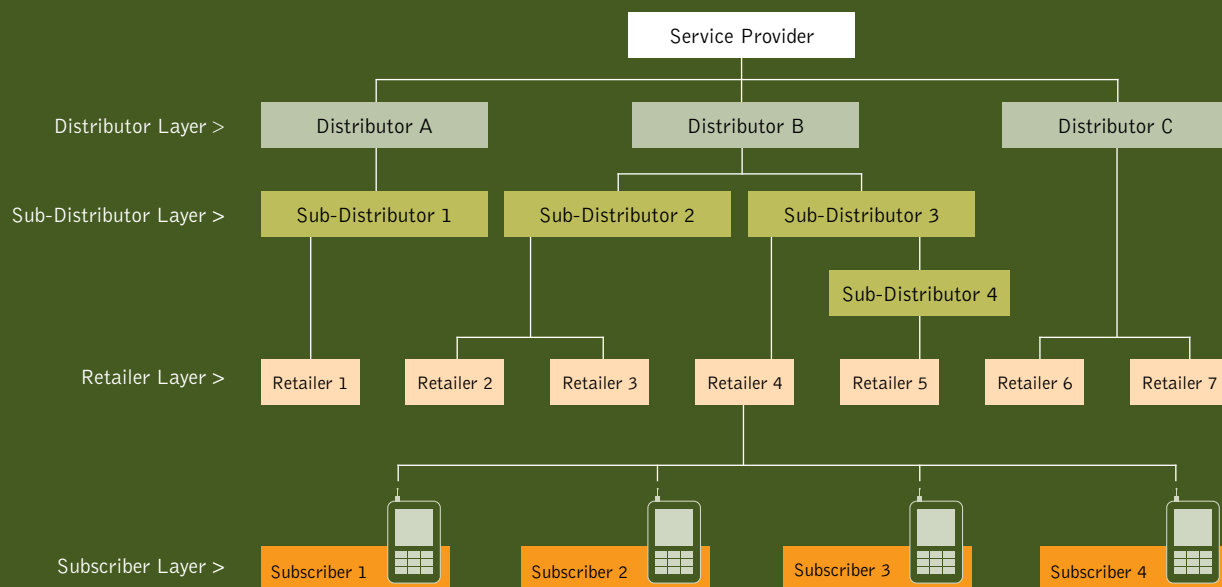
- > Creates job opportunities for people in emerging markets and rural areas.
- > All dealers can operate the service quickly and easily using the web, SMS, IVR or USSD.

SUBSCRIBER BENEFITS

- > Increases the approachability of airtime for sale.
- > Increases the ability of subscribers of all income levels to top up accounts more often.

Different Commission Sets for Different Distributor Levels				
DISTRIBUTOR LEVEL	\$100	\$100-250	\$250-500	\$500-1000
Distributors	5%	10%	18%	25%
Sub-Distributors 1	4%	8%	15%	20%
Sub-Distributors 2	2%	6%	12%	15%
Retailers	1%	4%	9%	10%

DEALER RECHARGE CHAIN



HOW IT WORKS

- > After being added to the Dealer Recharge service, dealers can buy airtime stocks according to a predefined commission set and sell them to sub-distributors, retailers or subscribers.
- > Dealers can transfer airtime from their mobile phones to other dealers and subscribers using a predefined username and password for identification via IVR, SMS or USSD.
- > After the authentication stage, the dealer types in the subscriber's phone number and the amount required for the transfer.
- > The subscriber pays for the top-up amount and the dealer transfers the airtime.

HOT FEATURES

- > Service providers can set airtime distribution channels electronically.
- > The Commission Set allows for provisioning, so service providers can meet target revenues more easily.
- > A secure service, set to protect dealers' most sensitive information: passwords and commission sets.
- > Enhanced statistics and reporting tools for maximum visibility and monitoring of the distribution network and dealer lifecycle.
- > Ensures fast time to market.

NETWORK COMPLIANCE

Multi-Protocol Support	> All networks supported.
Multi Service Interfaces	> Web, SMS, USSD Interfaces for self service. > SMS and USSD for notifications.

ABOUT AMDOCS NETWORK BUSINESS UNIT:

The Amdocs Network Business Unit offers network-connected service delivery solutions specifically addressing the requirements and cost constraints of service providers worldwide. These solutions deploy quickly and enable operators to rapidly create, deliver and manage for innovative new services profitably, and with unmatched operational flexibility for true competitive advantage. For more information, visit www.amdocs-network.com

ABOUT AMDOCS:

Amdocs is the market leader in customer experience systems innovation, enabling world-leading service providers to deliver an integrated, innovative and intentional customer experience™, at every point of service. Amdocs provides solutions that deliver customer experience excellence, combining the software, service and expertise to help its customers execute their strategies and achieve service, operational and financial excellence. A global company with revenue of \$2.84 billion in fiscal 2007, Amdocs has more than 16,000 employees and serves customers in more than 50 countries around the world. For more information, visit Amdocs at www.amdocs.com.