

RINGBACK TONES

PERSONALIZE THE CUSTOMER EXPERIENCE
AND RAPIDLY GENERATE NEW REVENUES



WHAT IS A RINGBACK TONE?

Generally, when making a call, the audio sound that a caller hears once the call has gone through is a typical Ringback Tone. Today that is no longer the case. Now subscribers can use Ringback Tones to customize what their callers hear, making it a favorite song or other content of their choice.

Ringback Tones extend the high level of personalization and self-expression that is booming in the wireless industry today. It is estimated that \$1.5BN of new revenue will be generated as a result. Consequently, service providers now consider it necessary to offer these services rather than optional. The question is no longer if service providers offer personalization options, but how can they best deploy them to capture new revenue streams rapidly.

PRE-BUILT FOR RAPID DEPLOYMENT FOR ANY NETWORK AND ANY PAYMENT METHOD (PRE AND POSTPAID)

The Amdocs Ringback Tone service is a part of the Amdocs Service Platform and VAS portfolio designed specifically for service providers like you. This service can be offered by any service provider (not just mobile carriers), for prepaid or postpaid customers, and can operate over any type of network.

FEATURE-RICH RINGBACK TONES

Ringback Tones are a flexible and feature-rich value-added service. Some of the features included are:

- > Service Providers can offer complete Ringback Tone Albums to their subscribers via self-service interfaces: web based, SMS, and Interactive Voice Response (IVR) with multi-lingual support.
- > Ringback Tones can be played on any type of phone set, including basic wireline phones.
- > Ringback Tones can be programmed to suit the time of day, day of the week, or they can be event-driven (holiday, birthday, and anniversary). They can also be on a shuffled playlist.
- > Caller groups can be created and assigned specific Ringback Tones.
- > Self-recorded Ringback Tones can easily be created and uploaded for use.
- > Subscribers can send Ringback Tones as gifts to other subscribers.

1. THE CALLER CALLS THE RECEIVER

Ringback Tones



Caller



Amdocs Service Platform



Ring



Receiver

2. AMDOCS SERVICE PLATFORM:

- > Takes control of the call.
- > Opens an E1/T1 connection and plays the Ringback Tone until the receiver answers the call.

EVERYONE BENEFITS – SERVICE PROVIDERS 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. Ringback Tones provide benefits for all.

SERVICE PROVIDER BENEFITS

- > Market-proven, revenue-generating value-added service.
- > Content promotes usage. Subscribers can send a gift Ringback Tone, shuffle their playlist, create content and more.
- > Gives you a competitive edge over other operators.
- > Rapid deployment to market.
- > Operates over any network.
- > Connects to any handset.

SUBSCRIBER BENEFITS

- > Shape and brand your personal identity using your mobile phone.
- > Self-expression opportunities: self-record or create tunes and songs, impressions, special jokes and gag songs.
- > Celebrate birthdays and special days with Ringback Tones based on the time of day, day of the week, or a specific event.

NETWORK COMPLIANCE

<p>Multi-Protocol Support</p>	<ul style="list-style-type: none"> > IN enabled networks: any SS7 or GSM/IS-41 based network, CAMEL or INAP. > Non-IN enabled networks: ISUP-based solutions such as Release Link Trunk (RLT), Call Dropback, (CDB) and Revert To Pivot (RTP).
<p>Multiple Self-Service Interfaces</p>	<ul style="list-style-type: none"> > Web, SMS and IVR Interfaces.

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.

