



### Company Highlights

Telenity is a leading provider of next generation converged services and applications for communications networks. Telenity's market ready software solutions include: integrated advanced messaging applications, innovative value added services, location-based applications, mobile marketing platform and reusable service delivery components enabling rapid service creation and deployment.

### Company Mission

Telenity's mission is to deliver results to its telecom network operator customers. Operators want to increase their average revenue per user (ARPU) by offering innovative and personalized communication services to their subscribers. They want to be more agile and competitive. Telenity consistently brings this experience to its customers by providing a complete set of solutions that:

- Enable new value added services for mobile and fixed networks
- Enhance the end user productivity and entertainment

### Employees

Telenity's 130 employees working around the clock from four locations globally are the best in their respective fields. Telenity takes pride in its employees for the continued global success they have created and our employees take pride in creating and deploying world-class intellectual property globally.

### Locations

The company was founded in year 2000 with headquarters in Connecticut, USA. Telenity serves global telecom service providers through its offices located in the USA, Asia Pacific, UAE and Europe which also holds the development team.

### Customers

Through its customers' networks, Telenity products and solutions serve over 400 million subscribers worldwide. Some of Telenity customers include:

- Airtel (India, Sri Lanka)
- Astelit (Belarus, Ukraine)
- Avea
- Azercell
- BH Telecom
- BSNL
- Eagle Mobile
- Etisalat (UAE)
- Geocell
- Globecom
- Jawwal
- K'Cell
- KKTCell
- Mobily
- Moldcell
- Nawras
- Nextel (Mexico)
- Nokia/BSNL
- OnMobile (Idea Cellular)
- QTel
- Qualcomm
- Saudi Telecom Company (STC)
- Telefonica Moviles Espana
- TSTT
- Turkcell
- Turk Telekom
- Wataniya
- Zain (Burkina Faso, Congo, Congo DRC, Madagascar, Nigeria, Tanzania)

### Target Market

The worldwide mobile subscriber base has witnessed significant growth in recent years, crossing the 50% penetration mark in early 2008. With voice ARPU levels declining globally, data services and value added services (VAS) are increasingly becoming an important component of operators' revenue models. Analysts forecast global mobile data revenues to reach 330 USD billion by 2013 with data ARPU and revenues to surpass the same for voice services in advanced markets by 2014. VAS such as SMS, USSD, mobile collect calling, ringback tones, location-based services, mobile entertainment, mobile marketing and mobile payments are expected to contribute significantly to the overall revenue generated from data services in the next five years.

Competition from Internet service providers, the Web 2.0 phenomenon, and the convergence of telecom, media and mobile Internet open up a wide spectrum of new market opportunities. Technology is driven by these changes and consumer demands. Service delivery platforms (SDP) become an essential not only in enabling the long-tail services but also for launching operator branded VAS quickly and with ease. In this rapidly growing market Telenity provides its solutions to three types of communication service providers:

- Wireless Network Operators
- Wireline Network Operators
- Mobile Virtual Network

### Industry Organizations

Telenity actively follows key standards organizations, such as Open Mobile Alliance (OMA), the GSM Association, the Parlay Group and is a member of the Mobile Marketing Association (MMA) and Java Community Process.

### Partners

Telenity partners with leading global and regional network equipment providers, system integrators, computing platform manufacturers and resellers such as:

#### Global Partners

- AEC
- CIS
- Datatronics
- Ericsson
- Emircom
- Hermes SoftLab
- HP
- NewNet CT
- Nokia
- Nortel
- TCS (Tata)

#### Technology Partners

- Dialogic
- ESRI
- HP
- Oracle
- Vantrix

**Telenity Products**

Under its **Canvas**® brand, Telenity provides a suite of market ready converged services solutions that create new revenue opportunities for communications networks. These products open wireless, wireline and IP networks to multimodal services that combines both voice and data (text, picture, video and location) applications into a single user experience.

The Canvas® brand covers family of products with key components that are optimal for evolving next generation networks (3G/IMS). Each Canvas product offers not only a point solution, but also re-usable building blocks that seamlessly integrate with other Canvas products as well as with Telenity partner solutions. With Canvas' modular/scalable design and Telenity's existing key partnerships, the evolution is fast and simple.

Telenity's Canvas Converged Services Solutions include:

**Messaging**

- **canvas SMSC**, Short Message Service Center
- **canvas SMSR**, SMS Router
- **canvas USSD Service Center**, Interactive Mobile Services
- **canvas MMSC**, Multimedia Messaging Service Center
- **canvas MGW**, Messaging Gateway

**Value Added Services**

- **canvas SmartConnect™**, Personalized Call Management
- **canvas PayForMe™**, Collect Call Service for Mobile Subscribers
- **canvas UMS**, Unified Messaging System
- **canvas Voice/VideoMail**, Voice and Video Mail Messaging Service
- **canvas SmartAlert™**, Missed Call Notification Service
- **canvas CoolRings™**, Personalized Audio/Video Ringback Tone Service

**Mobile Marketing**

- **canvas SmartAds™**, Mobile Advertisement Management Platform

**Location**

- **canvas Location Gateway**
- **canvas PFS**, People Finder Service
- **canvas LBS**, Real Time Context Driven Services

**Canvas CSP, Converged Services Platform**

- Service creation environment supporting standard Web Services (WS)
- Service execution environment based on Java and J2EE
- Common management framework - partner, policy control, subscription and personalization
- Specialized gateways and service enablers; messaging, call and media control, location, and 3<sup>rd</sup> party access gateways
- Common OSS/BSS framework for billing and revenue assurance
- Work flow management based on BPEL standard for service orchestration

**Canvas Converged Services Value Proposition**

- Service driven solutions increasing ARPU and Time-to-Market
- Converged services for Voice, Data, Video interface
- Next generation SIP and evolution to IMS services
- Reduction of capital and operational expenditures
  - Each Canvas product can be deployed, standalone, integrated with other products or with third party
  - Common framework powers all Canvas products
    - Reusable service delivery components
    - Real-time continuous availability and linear scalability
    - Unified operational view and database integration
    - All Canvas products inherit common functionalities and OA&M
- One time integration with Billing and OSS systems
  - Additional products and solutions integrate easily
- Flexible licensing model to address unique needs



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