

USSDx



The mobile USSD app for smartphones and tablets

Extends
USSD
to Data
Networks

Improves
Customer
Experience
with USSD
Services

Protects
Investment
in USSD
Services

Why USSDx?

USSD is still a primary channel for interacting with customers and generating revenue from self-care activities, such as airtime purchases and call completions. It continues to be the primary bearer that subscribers use to self-provision network services.

USSDx makes all USSD SS7 services available to smartphone and tablet-using subscribers on *data networks*! In so doing, it extends traditional USSD service access and use to the ever-increasing number of customers using smart devices and apps.

USSDx provides customers with a greatly improved user experience—in the form of a mobile app—to easily navigate, discover, and consume network services.

USSDx saves you from needing to develop a separate self-care app that provides smart device customers with the same services you already provide via USSD.

What is USSDx?

USSDx bridges your existing SS7 mobile network with the rest of the internet-connected world; without you needing to make any changes to your existing USSD infrastructure.

It enables subscribers who use smartphones and tablets to use all of your existing USSD services! It does this by automatically converting all existing services into a modern internet-connected mobile application that provides subscribers with a simple one-touch interface for performing self-care, internet banking, and network service provisioning.

Furthermore, it extends the investment in and lifespan of existing SS7-based USSD services and infrastructure because it allows you to provide USSD services to large numbers of subscribers on your 3G and LTE networks and to those using non SIM-enabled tablets.

Key Benefits

- Provides the same familiar self-care services to both feature phone and smart device-using subscribers
- Leverages your existing USSD services and infrastructure
- Provides subscribers with a versatile mobile app:
 - The app is a small ~2 Mb download
 - The app works on low-end devices with limited storage
 - The app doesn't need updating—its back-end keeps the app up-to-date with fresh content

Key Features

- Transforms existing USSD services into a mobile app for iOS + Android smartphones and tablets
- Enables USSD usage on devices and networks with no USSD support
- Provides a mobile app with:
 - A OneTouch user interface
 - Customisable skins and page content
 - Transaction-processing using device contact numbers

The USSDx Mobile App

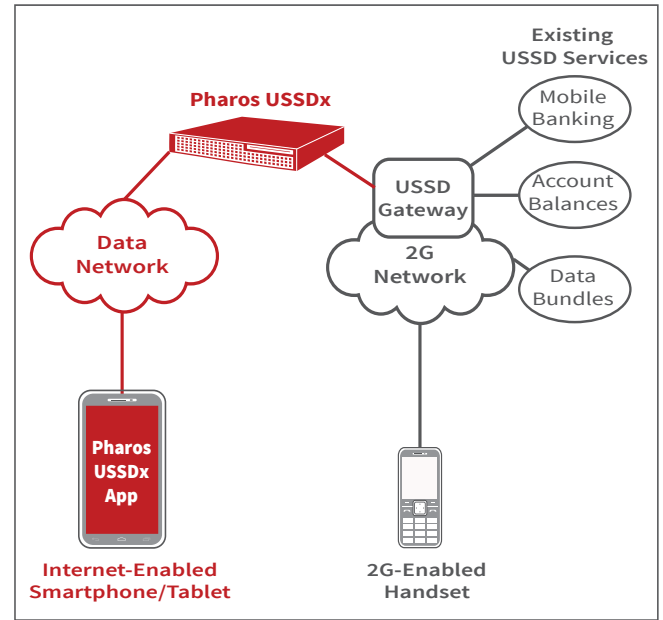
The USSDx mobile app provides subscribers with a modern USSD experience on iOS and Android platforms.

It lets subscribers use single touches to swiftly tap through service menus and perform actions instead of keying-in numerous SS7-based USSD "Reply/Send" responses.

The app's content and look-and-feel are highly customisable. It can render a mixture of static content and dynamic content, as illustrated below. Static content comprises menus or "pages" that are part of the app. Dynamic content is that which the app pulls from the network's existing SS7-based USSD system.

Additional Advantages:

- The app provides the same set of self-care services to both your feature phone and smart device-using subscribers.
- The app facilitates fast subscriber response times, which improves the overall service experience.
- The app enables subscribers to directly access contacts on their devices to perform transactions.



Bridging Data & Mobile Telephony Networks

USSDx Mobile App Screens

Please get in touch with us to find out more...

South Africa Office

+27 (0)11 475 1022 | 8:00-17:00, GMT+2

info@pharos-corp.com
www.pharos-corp.com



Pharos Avantgard is a leading provider of applications to enterprise businesses, mobile internet, and telephony communication providers. Since 2000, South African-based Pharos has been creating innovative software products for doing business and performing banking; payments; customer self-service; marketing; and messaging.

We consistently provide customers with products that are cost-effective and well-engineered. And, make certain that each of our products enriches the lives of the people and businesses with the highest levels of reliability, performance, and efficiency. Our customers in Africa, Europe, the Middle East, and Australasia use our products to generate revenues, improve operational efficiency, and strengthen customer loyalty.

Copyright ©2018 Pharos Avantgard (Pty) Ltd. All rights reserved. The Pharos wordmark, Pharos Avantgard logo, and the names of the Pharos Avantgard products and services referred to in this document are trademarks of Pharos Avantgard (Pty) Ltd. Other brand or product names referred to in this document are the trademarks or registered trademarks of their respective owners. The content presented in this brochure is summary in nature, subject to change, and intended for general information only.