

OTA configuration made easy



Is This You?

- ➔ Customer Care costs are getting out of control?
- ➔ Customers demanding web-based self-care service, not call center support?
- ➔ You need quality low cost customer care solutions now?

Tweakker's API is a powerful HTTP Web service for sending OTA settings to mobile phones at anytime, and anywhere. Customized to give the look and feel of your web presence, it is seamlessly bolted on to your website and enables your mobile customers to gain access to the largest library of mobile phone settings and configurations in the world. The API includes instructions for sending settings, querying about supported settings and mobile phones.

How It Works

- ➔ Token for authentication is required for all calls to API
- ➔ Per user IP filtering
- ➔ HTTP calls to API uses the HTTP GET method
- ➔ API returns XML by default but also supports JSON & YAML

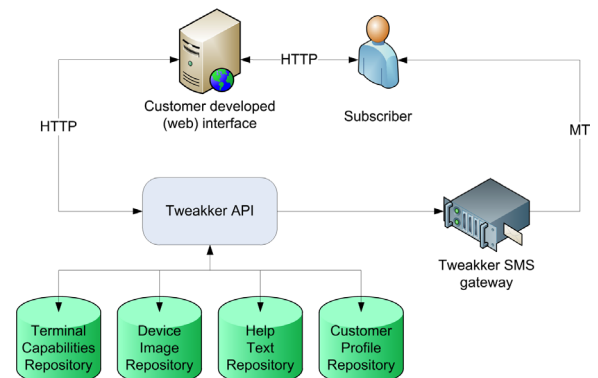
Tweakker's API Architecture

- ➔ Built on Mobilethink's proven technology
- ➔ Already used by more than 100 operators and service providers on 5 continents
- ➔ +400 million configurations already sent to mobile users
- ➔ Enterprise standard hosting environment

Stop the Pain!

"OTA connectivity investment is low, customer relevance is high, and configuration is simple."

Lars Vestergaard, MD
Mobilethink Analytics



API Key Services

- ➔ More than 12.500 phone models recognized (through TAC)
- ➔ More than 2.500 OTA-enabled phones
- ➔ More than 320 manually configurable phones
- ➔ WAP, IAP, MMS, VoIP & SIP settings
- ➔ Bundled settings
- ➔ Step-by-step guides in 30 languages
- ➔ Device Image Library
- ➔ Secure API hosting environment in Denmark
- ➔ Collaboration with all major phone manufactures
- ➔ OTA support for Smartphones

Key Benefits

- ➔ Reduces customer care costs by up 95% per customer
- ➔ Increases mobile service take up by more than 50%
- ➔ Connections with 350 operators in 114 countries
- ➔ Easy to use service - automatic configuration of settings
- ➔ Reduces bounce rate and churn

3 Steps and Less than 1 day to get Started

- 1 Sign up on <http://tweakker.com/ota-api>
- 2 Verify country and setting types needed
- 3 Exchange IP and receive authentication code

TWEAKKERAPI

30-DAY FREE TRIAL

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<http://tweakker.com/ota-api/>

"We only team with industry leaders and in the connectivity provider space, that means Tweakker."

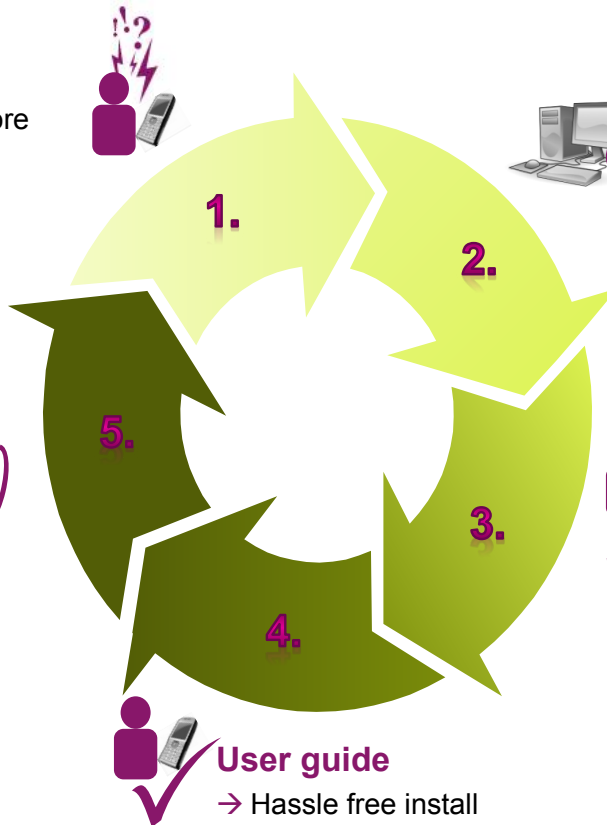
Paul Walsh, Tesco Mobile Ireland's Head of Network

Service Flow



Triggers

- New Phone
- New Operator
- Application Store
- Lost settings



Service promotion

- SIM pack literature
- Via website
- At service registration
- Marketing material

Phone is up and running!

- Happy Customer

Service opportunities

- Self care web service
- Customer Care Center
- Retail

User guide

- Hassle free install

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