



Powering Mobile Innovation



**Our mission is to be the most trusted provider of mobile service delivery and service enablement technologies to the world's most innovative carriers**



## ( Who we are )

Jinny Software is a **mobile technology company** that puts thought and creativity into action. We are experts in helping companies grow, innovate and stay ahead of the curve. Our global workforce of over 200 people is based in 8 regional offices; we **serve the needs of over 70 companies** with more than 500 million subscribers.

We provide **mobile messaging, call completion and media and mobile advertising solutions**.

We power some of the world's leading mobile operator groups with solutions that drive revenue and add value.

In an evolving communications market, we meet the needs of the **traditional mobile network operators** while also delivering solutions to the emerging **Virtual Network Operators and Enablers** - the MVNOs and MVNEs. We also support new companies that are leveraging multiple technologies to become **convergent operators** and the multitude of other **enterprise and content providers** coming online to provide mobile services today.

With over 30% of our workforce in R&D, we work to evolve our traditional services offerings into the worlds of 4G LTE and WiMAX, while at the same time **introducing innovative new mobile service delivery capabilities** for immediate deployment.

## ( What we can do for you )

### Mobile Network Operators

Jinny Software has been delivering solutions to MNOs since 1999. Our experience of working with both the largest and the smallest of operators has helped us to build a broad portfolio of services that deliver revenue growth, reduced costs, subscriber growth and customer satisfaction.

We help established MNOs extend, enhance or replace their existing infrastructure. Across all forms of messaging, call completion and mobile advertising capabilities, Jinny Software delivers both point solutions for specific operator requirements and multiple service offerings in a single solution. We help MNOs to converge their Value-Added Service (VAS) infrastructure with pure IP-based LTE and WiMAX networks.

For new operators or established operators investing in VAS for the first time, we provide a complete portfolio of service capability designed for a cost-effective deployment. The Jinny Software VAS-In-A-Box provides a full messaging and call completion suite, designed to grow as you build success.

### Enterprise & Content Providers

Content providers have been central to the rapid growth in revenues for Application to Person and general content downloads. Traditionally working through MNOs or Content Aggregators, many are now moving towards direct integration with the mobile networks and direct interaction with the customer base. Banks and financial institutions are also beginning to interact directly with their end-customers over USSD, SMS and MMS channels.

Jinny Software works with many of these new mobile service providers to enable direct delivery of content, mobile payments, banking and customer information and interaction solutions.

Around the world, content providers are interacting and delivering services directly to mobile subscribers using the Jinny Messaging Gateway and Direct Delivery Platforms.

### Virtual & Convergent Operators

MVNOs typically build their business by targeting smaller niche markets and specific subscriber profiles or by leveraging established consumer brands. They require a rapid time to market with differentiated service offerings.

We provide complete VAS and network solutions to both MVNOs and multi-play providers. In partnership with leading systems integrators and Mobile Virtual Network Enablers (MVNEs), Jinny Software supports new and evolving companies in this market.



## (Our Technology)

Every solution we deliver is built on the Jinny Standard Platform. Highly available and scalable with a 99.999% reliability, the Jinny Standard Platform is the cornerstone of our implementations.

### Common Platform

Deploying all Jinny applications on a common platform allows us to re-use the tried and tested building blocks from our live customer deployments in every new solution we provide. This provides proven quality, faster time to market, ease and efficiency of operation and lower capital and operational costs.

A common User Interface, Operations and Maintenance Console and Business Reporting Suite provide ease of use and significantly reduced operational costs across your suite of applications.

### Scalability & Performance

Jinny platforms are deployed in a range of proven configurations ranging from small start-up operations to Tier 1 multi-site deployments. The Jinny Standard Platform is in live deployments handling tens of thousands of transactions per second every day.

The Jinny Standard Platform can be deployed in simple cost-effective rack-based servers and then scaled vertically by adding additional servers in N+1 and N+M configurations. Horizontal scalability is also available by using up to 8 CPUs per server, each CPU having up to 6 cores for optimal performance. In larger scale deployments it can be deployed using Blade architectures, providing limitless scalability for our largest customers.

In the changing environment of virtual operators and hosted operations, we also deploy the Jinny Standard Platform using the latest virtualisation techniques to provide multiple application and multiple instance capabilities on a single server. The Jinny VAS-In-A-Box offering is built on these virtualisation techniques to provide the most cost-effective VAS infrastructure deployment available.

## (Why Jinny?)

“*Working with Jinny Software has been a breath of fresh air*”  
Frank DiRico, CEO and Founder, Viaero Wireless

“*Jinny Software displayed a high level of competence and professionalism both technically and commercially to ensure our requirements were met*”  
Head of Planning & Engineering, Safaricom

“*What we have done with Jinny Software is maintain our competitiveness and grow*”  
Comfort Nyondo, VAS Team Leader, Airtel Zambia

“*We chose Jinny because of the flexibility in its solution, from architecture to customisation. We required a very particular solution for a system that could serve and interconnect both our GSM and 3G networks, and which also could integrate into our legacy TDMA SMSC*”  
VAS Manager, Sercomtel

“*When we started thinking about and negotiating the Missed Call Notification solution, we knew that time was a big factor and challenge for both Zain Jordan and Jinny Software. I am very pleased that the challenge was met*”  
Chief Technology Officer, Zain Jordan

“*Jinny Software will help us reach our goal of becoming a 'one-stop shop' for wireless carriers*”  
Bill Poellnitz, President and CEO, ClearSky





## ( Messaging Solutions )

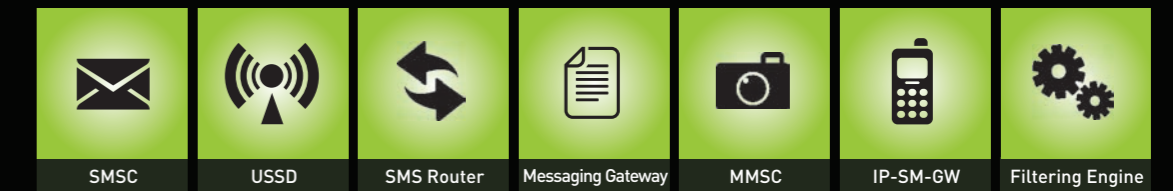
For many networks messaging accounts for over 30% of revenue, and for some it is in the region of 50%. The general trend is one of increasing traffic and decreasing revenues. In the face of such pressures, we help you focus on protecting margins by minimising costs and protecting and growing the subscriber base.

Competition among operators intensifies as they search for solutions that enable:

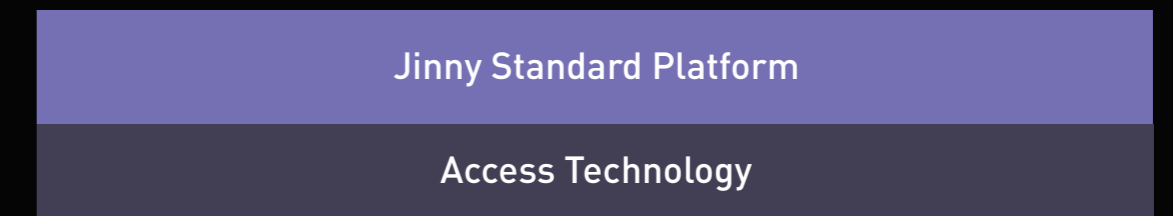
- Cost-efficient support for existing messaging services
- Rapid launch of new services
- Imaginative new services to help attract new and retain existing customers
- New ways of adding value to traditional messaging traffic
- Converging traditional messaging services with 4G LTE and WiMAX networks

The Jinny Mobile Messaging Suite allows us to assist our customers with meeting the challenges posed by this hyper-competitive market. We deliver customer-specific solutions based on the following Jinny Messaging Products:

### Application Layer



### Enabler Area



## ( Call Completion & Media Solutions )

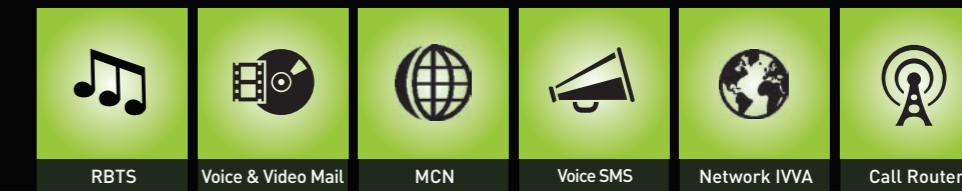
Call-related activity makes up to 80% of mobile revenues. In a typical mobile network, up to 70% of calls are answered, completed and paid for. However, the other 30% of calls represents a significant amount of missed revenues due to the terminating subscriber being busy, unavailable, or simply not answering the call.

Also, most subscribers use a standard ringtone. They are unaware of the personalisation options available that enhance not only their own experience, but the experience of those who communicate with them.

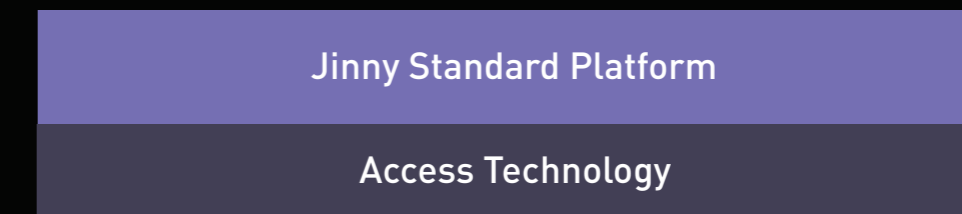
There is considerable opportunity here for operators to generate significant new revenue streams. For their subscribers there is the opportunity to greatly enhance their own mobile experience. This results in greater loyalty as well as increased revenues.

Jinny's Call Completion & Media Suite is deployed on Jinny's low-cost, scalable, voice- and video-enabled platform to include Voice Mail, Voice SMS, Personalised Call Handling, Ring-Back Tones and Interactive Voice and Video Response Services.

### Application Layer



### Enabler Area

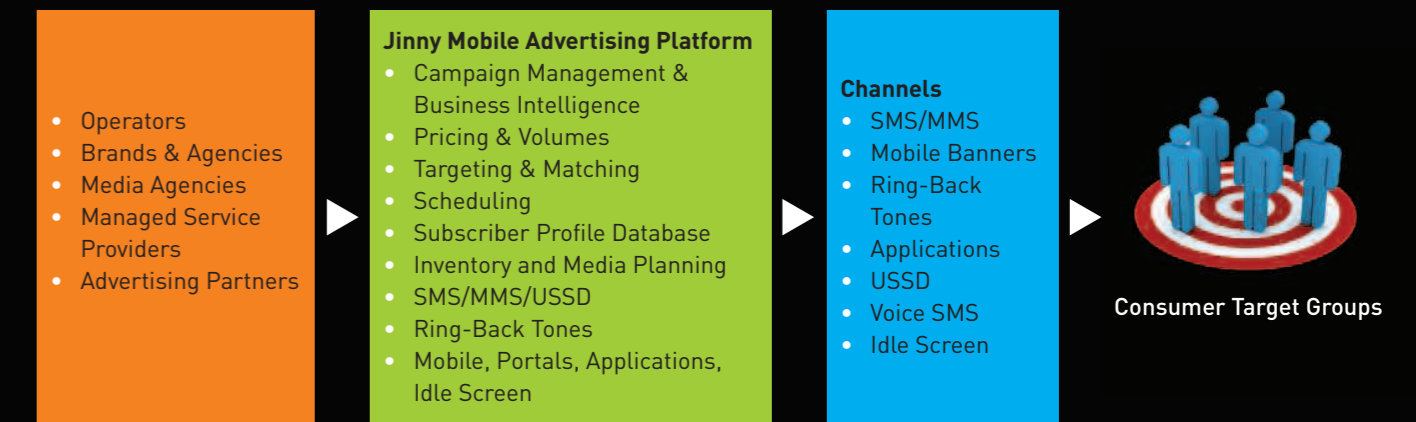


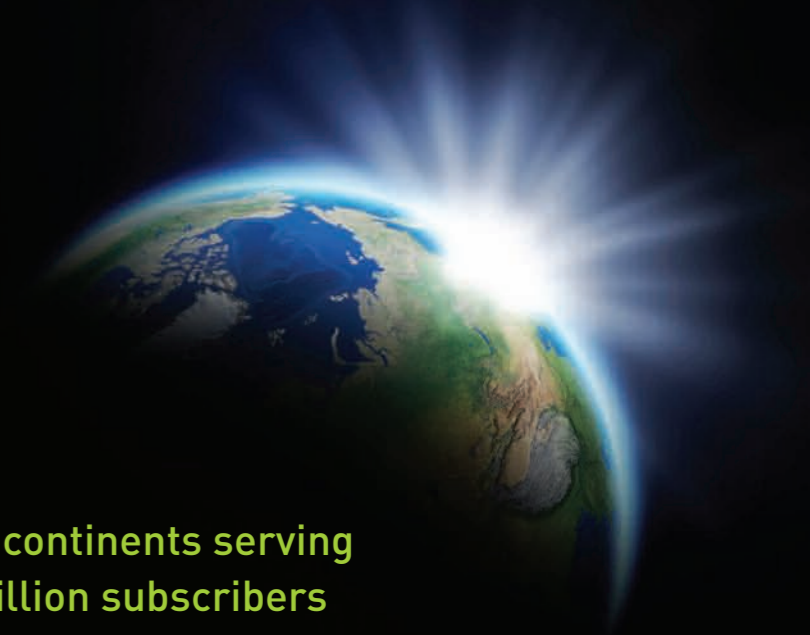
## (Advertising Solutions)

Jinny's Mobile Marketing and Advertising Solutions generate new revenues that compensate for falling ARPUs. Our solutions in mobile advertising enable both mobile operators and the advertising industry to harness the power of the mobile channel:

- The Jinny Mobile Advertising Platform – for operators who have relationships with advertising parties and wish to manage their mobile advertising directly
- The Jinny Mobile Advertising Service – a fully managed service by Jinny or a partner from our mobile advertising ecosystem which offers advertisers flexible campaign mechanics across the entire audience base in a given region

We enable advertisers to gain access to the mobile channel without having to set up their own connections to mobile operator networks, whether they use simple SMS or multi-media video clips. Jinny's Mobile Advertising Solution connects agencies to mobile customers through a single, powerful service interface. Targeted outbound campaigns can be executed based on customer data built up from brand loyalty schemes, data from opt-in customers and data from processed customer responses.





**A global workforce of over 200 people based in 8 regional offices on 5 continents serving the needs of over 70 companies in 60 countries with more than 500 million subscribers**

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Airtel  
Ancel  
Aspider  
Batelco  
BTTB  
Cable & Wireless  
Celcom  
Clearsky

Dauphin Telecom  
Digicel  
Eastlink  
Elisa  
Embratel  
Indosat  
Mascom  
Mattel  
Melita

MTC Touch  
Network Norway  
Nextel  
Nextel International  
Orange  
Pioneer Kansas  
Pioneer Oklahoma  
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SI Wireless  
Telenor  
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Vodafone  
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Zain

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Bahrain  
Bangladesh  
Botswana  
Brazil  
British Virgin Islands  
Burkina Faso  
Canada  
Congo

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Finland  
Gabon  
Indonesia  
Ireland  
Italy  
Jordan  
Kenya  
Kuwait  
Lebanon

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Malta  
Martinique  
Mauritania  
Mexico  
Namibia  
Netherlands  
Niger  
Nigeria  
Norway

Pakistan  
Panama  
Peru  
Qatar  
Saudi Arabia  
Senegal  
Singapore  
South Africa  
St. Martin  
Suriname

Tanzania  
Tunisia  
Turkmenistan  
Uganda  
UK  
Uruguay  
USA  
Yemen  
Zambia



## Powering Mobile Innovation

### Jinny Facts & Figures

- End-to-end messaging, call completion, ring-back tone and advertising solutions
- More than 200 platforms in over 60 countries
- 70+ satisfied customers worldwide
- 8 offices on 5 continents
- Over 500 million subscribers interact over Jinny platforms
- Enabling customers to run different cellular network technologies simultaneously: GSM, CDMA, TDMA, iDEN, 2G/3G, 4G LTE, WiMAX
- Complete distributed architecture
- Flexible options: software license, hosted messaging or managed service
- ISO 9001:2008 certified

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