



Enabling geographic location in the mobile Value Added Services – Examples from MTS Ukraine

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Agenda

- **About MTS Ukraine**
- **Geoenabled mobile Value Added Services**
- **Value Added Services in MTS Ukraine – examples**
- **Conclusion**

About MTS Ukraine

- **Second largest mobile operator in Ukraine, owned by Russia's Mobile TeleSystems**
- **First company to introduce mobile communication in Ukraine, in 1993.**
- **Mobile (GSM-900/1800, CDMA-450), fixed line, inter-city and international communication**
- **Over 18,28 mil subscribers**
- **Coverage 98% territory, 99% population**
- **Revenue in 2010: 8,5 billion UAH**



Challenges

- Attract new customers by offering various VAS services
- Attain existing customers with new services
- Raise ARPU
- Use mobile location capabilities to develop new services



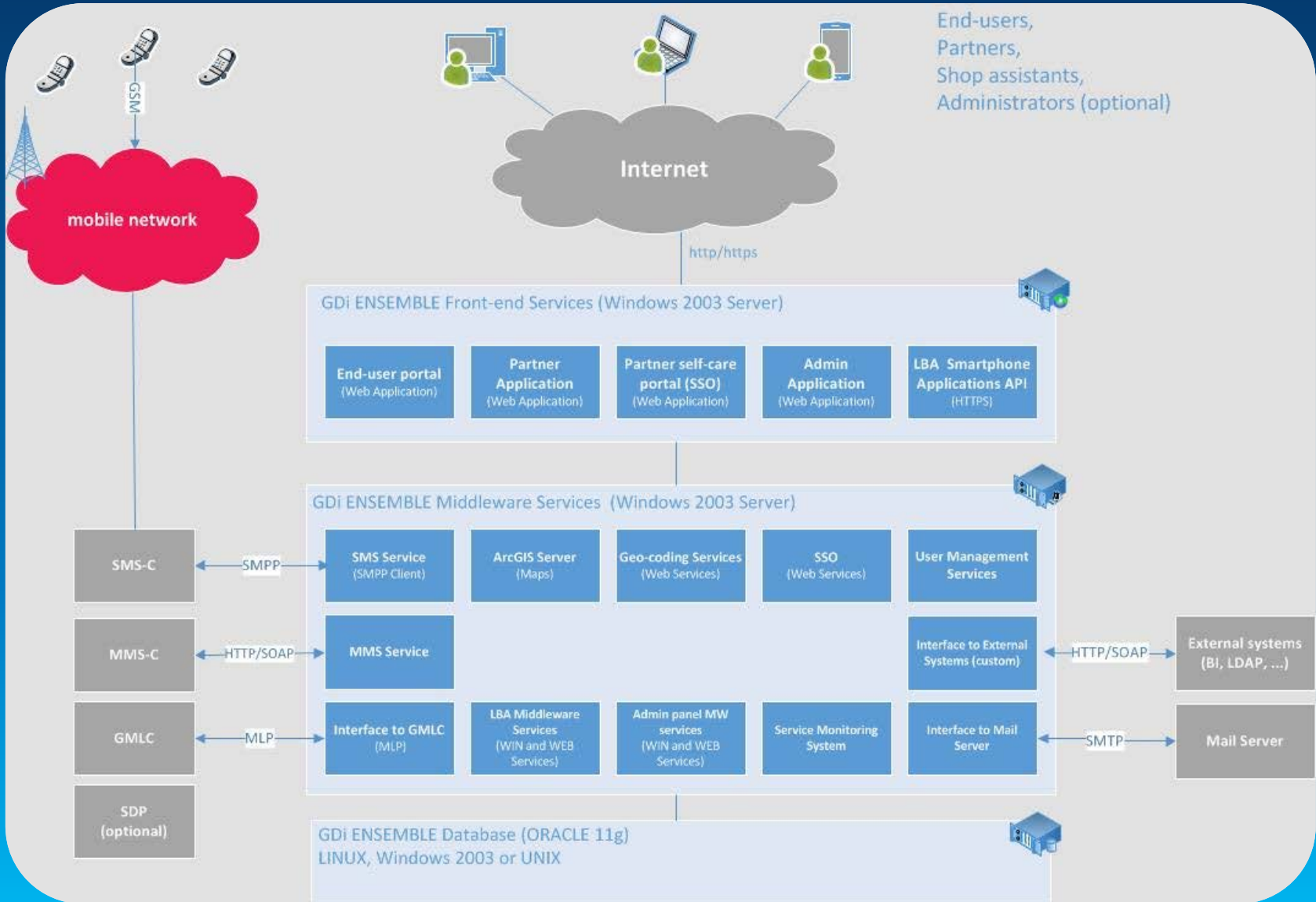
GDI ENSEMBLE – Location based VAS services



- Portfolio of revenue generating services
- Wide range of personal and business application
- Short time to market
- COTS availability
- Easy to deploy on top of GDI ENSEMBLE Platform
- On-premises, hosted or cloud deployment models



Architecture

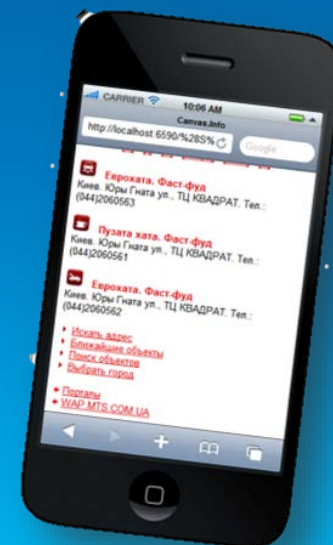




MTS Compass

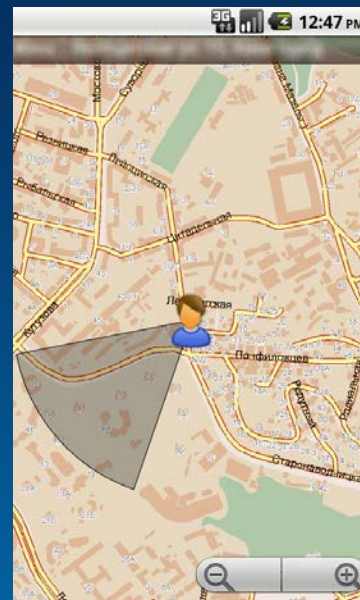


- Identify location of the nearest facilities (cinemas, clubs, restaurants, gas filling stations, service stations, banks, ATMs, etc.) on a city map;
- Receive information about the nearest facilities (name, address and phone number);
- Identify location in relation to the nearest facilities on a map

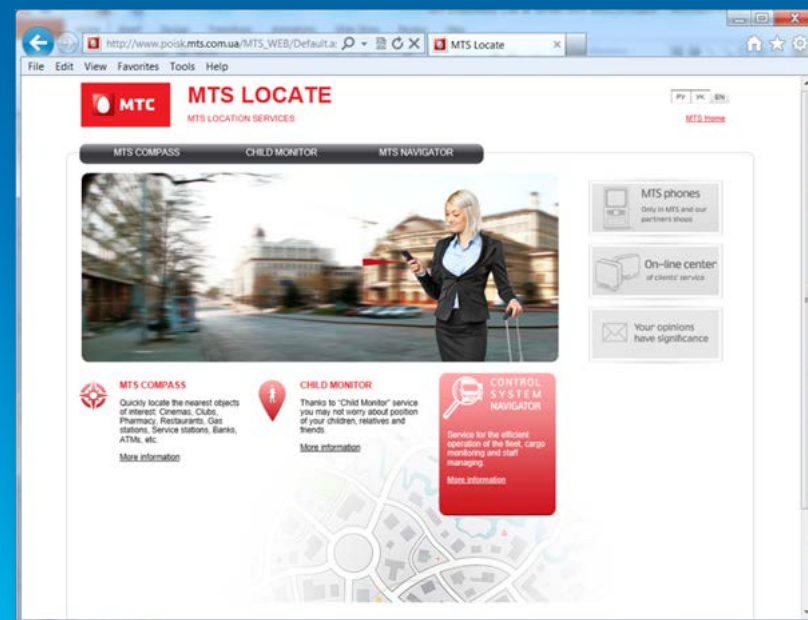




Child Monitor



- Determine the location of family members on a map on your mobile phone or via the Internet.
- View the history of movements for the last time periods (e.g. during the day or last week).
- Automatically determine the location of family members on a schedule.

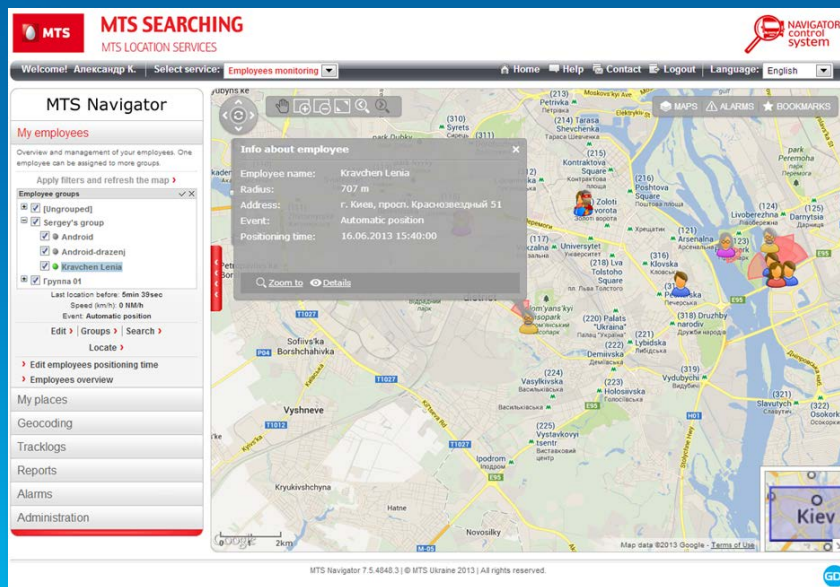




MTS Navigator – Employee tracker



- Mobile employees positioning
- LBS Tracking according to the schedule
- Geo-fencing and Watchbox alarms
- Tracklogs
- Professional Reports
- Automatic reports on e-mail





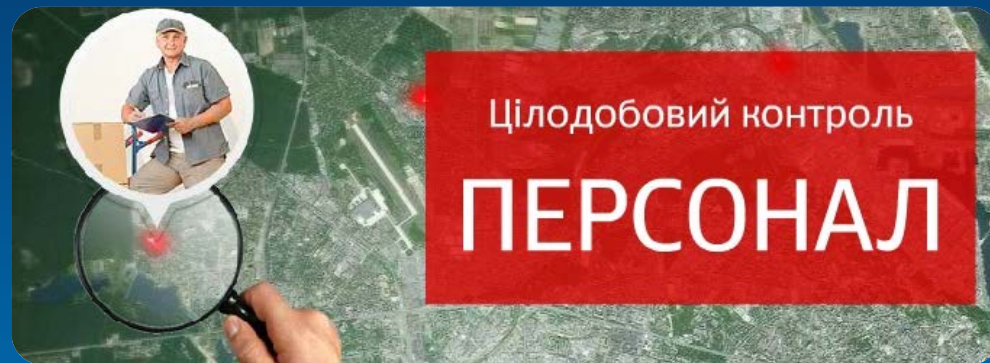
MTS Navigator – Vehicles tracker

- Showing current positions of the vehicles on the map
- Track logs – history of a vehicle movement
- Map Navigation
- Reports
- Geo-coding addresses
- POI Management
- SMS Alarms and Geo-fencing
- User Administration



Results

- Add some results
- Number of location
- Revenue?
- Number of customers?



ДИТИНА ПІД НАГЛЯДОМ



Thank you