



Grameenphone and Sicap partner for Intelligent service browsing

Bern, 16/02/2009. Grameenphone subscribers in Bangladesh can now browse and access mobile services using a simple scroll-down menu, powered by Sicap software.

Sicap USSD Menu Browser (UMB) is more than just a simple USSD gateway. It intelligently channels applications towards a dynamic and interactive content menu, helping Grameenphone fulfil its commitment to “make it easy” for its customers to adapt and use various services.

Benefits for Grameenphone’s 20 million plus customers are threefold. Firstly, a scroll-down USSD menu helps them filter content offers, and then a search engine recognises the first words of a keyed-in song title, for example. They no longer need to remember shortcodes or keywords for value-added services, including a myriad of ringback tones (PRBT). The search engine, developed by Grameenphone engineers with support by Sicap developers, takes the strain out of searching for a title. In the past, mobile users had to look up their PRBT in a booklet, or call an expensive IVR service.

Secondly, it is much easier to activate network access such as EDGE or MCA (calls on aircraft) or to subscribe to information feeds such as news alerts. Item 2 in the UMB menu displays the available services and the options to activate them. Users can even create a shortcut on their keypad for future immediate access.

Thirdly, content and service browsing is absolutely free of charge for Grameenphone customers. From an operator point of view, Sicap UMB is cost efficient and takes up very little network space.

Sicap Asia Managing Director Giovanni Fabio said “The simplicity of browsing on Sicap UMB will help Grameenphone customers discover and use more services, ultimately helping our partner achieve a fast return on investment and an enhancement of their brand image. Our close working relationship with Grameenphone proved to be important in achieving this high level of browser intelligence.”

Md. Mollah Nafiz Imtiaz, Deputy General Manager of Marketing Division in Grameenphone added “The project, to launch UMB, was a long and demanding one. We wanted to offer more value to the subscribers than just a simple UMB. I believe, with co-operation from Sicap, we have been able to do that. As a result the UMB launched is more interactive and responsive than the offers from other operators. I applaud the effort put in by both Sicap and Grameenphone project team”.

About Sicap

The Sicap portfolio focuses on customer satisfaction and service continuity for mobile end-users. Server-side software enables operators to ensure that the latest multimedia and customer care services are seamlessly delivered to any device or SIM. The offer extends to include

platforms which facilitate business between network operators and their partners. Hosted implementations or carrier-grade OSS platform installations provide operators a choice of service levels and investment.

For further information about Sicap, please visit www.sicap.com
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About GrameenPhone

Grameenphone is now the leading telecommunications service provider in the country with more than 20 million subscribers as of June 2008. It is a joint venture enterprise between Telenor (62%), the largest telecommunications service provider in Norway with mobile phone operations in 12 other countries, and Grameen Telecom Corporation (38%), a non-profit sister concern of the internationally acclaimed micro-credit pioneer Grameen Bank. Over the years, Grameenphone has always been a pioneer in introducing new products and services in the local market.