



Zain selects and implements Sicap / RateIntegration Loyalty Manager in record time for its Bahrain operation

Leading carrier adopts Sicap / RateIntegration's Loyalty Manager for its unparalleled speed to implement and speed to market of highly targeted, real-time mobile advertising and promotional offers

Bern Switzerland 15 September 2009 — Sicap and RateIntegration, the leading providers of customer loyalty management solutions for global communications service providers, today announced the selection and successful implementation of their Loyalty Manager product at Zain Bahrain. Zain Bahrain is part of the Zain group, a leading mobile telecommunication operator in the Middle East and Africa with over \$4 billion in annual revenue in 25 countries.

Zain Bahrain required a loyalty solution that could be implemented rapidly without impacting their existing BSS systems and deliver immediate business impact through highly targeted, real-time promotions as well as traditional one-way campaigns. Operating in an increasingly competitive marketplace, Zain Bahrain will use the Loyalty Manager to launch a constantly changing array of targeted promotions to improve the customer experience, reduce churn, and encourage usage/ARPU and add new subscribers as well as maximize the revenue from the large number of roamers that visit its network daily.

Zain selected Sicap / RateIntegration through a competitive process with emphasis on a specific set of business and technical requirements including:

- Rapid implementation without any change to existing BSS / OSS systems
- Minimal impact on internal IT resources
- Support for immediate creation and launch of any promotion
- Support for a potentially large number of constantly changing promotions
- Capability to build custom subscriber statistical profiles for highly personalized, real-time offers
- Solution design that gives the business teams direct control over promotions
- Turn-key system with very low on-going operational costs

Sicap / RateIntegration met all these criteria. Specifically, the product was implemented in less than five weeks with almost no impact on Zain's IT organization. Specifically, the project required only 1 full-time equivalent from the Zain IT staff and did not impact any on-going Zain IT projects, including a long-running major upgrade to the prepaid billing/IN systems.

The Loyalty Manager interfaces to a number of existing Zain systems to enable automated end-to-end delivery of promotions using the existing in-place BSS/OSS. Master subscriber records are referenced directly from existing billing and subscriber management platforms without data duplication. It creates messages and offers that are delivered through multiple existing outbound channels, all of which can be driven on-demand through the connection points established during integration.

The Loyalty Manager's Catalogue Manager is a point and click promotions development environment that supports the rapid creation of any loyalty concept developed in Marketing. It then tracks subscriber behavior by direct processing of all usage records (XDRs for voice, SMS, data, reload events, etc.) in real-time and triggers highly personalized, targeted and timely promotions based on the promotion rules. This powerful "third-generation" approach to loyalty management software is unavailable in other vendor solutions in the marketplace today.

"Zain Bahrain is proud of its role as an innovative technological and marketing leader within the Zain group, and the deployment of the Loyalty Manager product fits in this tradition," states Khawla Allan, IT

Director of Zain. “We are already seeing the extremely positive business case than what we had anticipated which will eventually lead to a quicker return-on-investment. We are seeing a 90% reduction in promotion launch time, the ability to create targeted real-time recommendations and promotions, and broader promotions coverage across diverse segments of our subscriber base. Given the efficiencies and dramatic business impact to-date, we anticipate launching five times more promotions this year than in previous years.”

“We are delighted that Zain Bahrain selected and implemented our RLM v3 platform to support its highly valued customer and roaming base,” stated Thomas Thekkethala, CEO of RateIntegration. “Carriers are increasingly frustrated with the ineffectiveness of mass-market campaigns and traditional segmentation based campaigns. Zain Bahrain’s team recognized that highly targeted, personalized real-time promotions based on live customer behavior deliver far higher response rates from customers and their selection process highlights our product’s leadership role in the customer loyalty management marketplace today.”

“This latest implementation adds to the Sicap-RateIntegration partnership list of achievements. Zain Bahrain has invested in a modular platform that evolves in line with marketing opportunities and service roll-out. We are actively working closely with operators globally to analyze opportunities and the tools necessary to respond to them from Sicap’s suite of innovative products,” concluded Kam Mehta, Adviser to the CEO of Sicap.

About Sicap

Specialized in mobile technologies, Sicap enables operators to achieve real time converged business, whether by dynamically charging subscriber accounts or by directly updating their device and SIM configurations. The product portfolio extends to include software which facilitates business between mobile network operators and their partners.

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

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About RateIntegration

Founded in 1999, RateIntegration established itself in the early part of this decade as a communications industry leader with its core PriceMaker™ platform, an innovative real-time, rules-based and massively scalable event processing platform. PriceMaker was widely adopted for charging, rating, loyalty, billing and settlement solutions at Tier 1 service providers around the world. www.rateintegration.com

About Zain

Zain (formerly MTC) is the pioneer of mobile telecommunications in the Middle East and now a major player on the African continent. Today, Zain is a leading wireless services provider with a commercial presence in 24 countries across the Middle East and Africa with over 15,000 employees providing a comprehensive range of mobile voice and data services to 69.5 million active individual and business customers.