



# mSales™

# Sales & Fulfilment

*An mCommerce solution from Mobestar*

## mSales - Highlights

- mSales is a fully featured "mCommerce" application for promoting and selling digital and physical goods via mobile devices
- mSales enables users to browse, preview, purchase and download digital products (e.g. music tracks, videos)
- mSales allows users to search for and purchase physical products (e.g. books, clothes)
- mSales can be used to promote exclusive content, special offers and physical events
- mSales includes social networking features to encourage user interaction and the development of mobile communities
- mSales supports any internet-connected mobile device
- mSales provides users with a choice of billing methods (e.g. Premium SMS, operator billing, PayPal etc.)

# mSales – Details

	<b>PRIMARY</b>	<b>SECONDARY</b>
<p><b>WHO</b></p> <p><i>Who is the target audience for this product/service?</i></p>	<ul style="list-style-type: none"> <li>• Online retailers</li> <li>• Digital media outlets/retailers</li> <li>• Record/music labels</li> <li>• Film production/distribution outlets</li> <li>• Other retailers</li> <li>• CEO/COO</li> <li>• Sales directors</li> <li>• eCommerce directors</li> <li>• mCommerce directors</li> <li>• Business development managers</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing directors</li> </ul>
<p><b>WHAT</b></p> <p><i>What does mSales do?</i></p> <p><i>What benefits does it give the audience?</i></p>	<ul style="list-style-type: none"> <li>• Mobile eCommerce (i.e. the ability to promote and sell digital and physical goods from any internet-connected mobile phone) <ul style="list-style-type: none"> <li>→ Browse &amp; preview digital media (e.g. music and video clips)</li> <li>→ Purchase and download digital media</li> <li>→ Purchase physical items for subsequent offline fulfillment</li> </ul> </li> <li>• Enables customers to make impulse purchases via their phone (e.g. preview the latest single by X, buy and download it immediately for instant gratification)</li> <li>• Offer customers access to exclusive mobile content and the ability earn discounts or rewards via loyalty schemes</li> </ul>	<ul style="list-style-type: none"> <li>• mSales includes social networking features that can significantly increase the "stickiness" of the site thereby encouraging users to return on a regular basis. Features include:- <ul style="list-style-type: none"> <li>→ search for other members with common interests</li> <li>→ send &amp; receive messages with other users</li> <li>→ product recommendations</li> <li>→ mobile blogging</li> <li>→ competitions/voting</li> </ul> </li> <li>• The uptake of mCommerce sites can be greatly accelerated by the viral nature of social networking features which enable your customers to "spread the word" on your behalf</li> </ul>
<p><b>WHERE</b></p> <p><i>Where can mSales be applied?</i></p>	<ul style="list-style-type: none"> <li>• Any organisation that is selling digital or physical goods online today can potentially derive huge benefits from mSales</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• The market potential for mCommerce is vast:- <ul style="list-style-type: none"> <li>→ Shopping on the mobile web will grow to US\$119 billion in 2015 i.e. 8% of the total eCommerce market</li> <li>→ UK mobile web traffic is growing 8x faster than traffic from PCs (Deloitte)</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>→ Appeal to an affluent audience [42% of mobile internet users earn over £40,000 a year (Essential Research)]</li> <li>→ Appeal to comparison shoppers</li> <li>→ Capture business when people are on the move, away from their PCs</li> </ul>
<p><b>WHEN</b></p> <p><i>When would the audience need this product/service?</i></p> <p><i>When/how quickly could they have it?</i></p>	<ul style="list-style-type: none"> <li>• Now. Fast data access speeds (e.g. 3G, 3.5G/HSPDA) coupled with today's handset capabilities mean that the benefits of launching an mCommerce initiative are available now</li> <li>• Deployment times will depend on specific customer requirements but typically a new mSales implementation can be configured in less than 90 days</li> </ul>	
<p><b>WHY</b></p> <p><i>Why will the product/service make a difference?</i></p> <p><i>Why should the audience be interested or want to buy it?</i></p>	<ul style="list-style-type: none"> <li>• Increased sales volume</li> <li>• Increased exposure to customers</li> <li>• Incremental business via the fastest growing new channel</li> <li>• To keep up with your competitors</li> <li>• According to Gartner, the mobile web, "should be part of every organisation's business-to-consumer (B2C) technology portfolio"</li> </ul>	<ul style="list-style-type: none"> <li>• Half a billion people accessed mobile Internet worldwide in 2009. Usage will double within 5 years as mobile overtakes the PC as the most popular way to get on the Web. (Strategy Analytics/IDC)</li> <li>• US mobile online shopping tripled from <b>\$396 million</b> in 2008 to <b>\$1.2 billion</b> in 2009 and mobile commerce in Europe <u>is expected to outpace the US</u> by the end of 2010.</li> </ul>
<p><b>CONTACT</b></p> <p><i>For more information please contact us using the details opposite:-</i></p>	<p>tel: 0844 549 9600</p> <p>email: <a href="mailto:info@mobestar.com">info@mobestar.com</a></p> <p>web: <a href="http://www.mobestar.com">www.mobestar.com</a></p> <p>address: 100 Pall Mall London SW1Y 5NQ</p>	

## About Mobestar...

- We are mobile experts who have been developing cutting-edge applications since 2001
- We focus on creating solutions that are:-
  - easy to use
  - platform independent
  - revenue generating
- We employ a team of highly experienced professionals with a track record of delivering timely, innovative solutions
- We pride ourselves on our ability to form flexible partnerships and we always strive to develop long term relationships to guarantee mutual profit
- Our clients and partners benefit from our deep knowledge of business, mobilisation and integration