



skyevault
intelligentcontent manager

Skyevault Intelligent Content Manager is a leveraged, client-server software solution that allows the distribution, purchase and license management of Symbian and J2ME applications on Symbian OS devices. Skyevault is fully developed and owned by Skyestream Ltd.

Skyevault brings a number of significant value-add features to Symbian OS devices. These include:

- Application Superdistribution
- On device payment
- Digital Rights Management
- Reseller/developer license purchase & distribution audit-trail
- Integrated WAP content purchase
- User Loyalty Credit Scheme
- Dynamic, direct user messaging

A key challenge facing software developers, content aggregators, smartphone resellers and network operators in the race to providing mobile content, is the complexity and disjointed process in getting applications onto the user device.

Skyevault makes the long-winded process of marketing, distributing and purchasing content simple & easy through an integrated, seamless, one-stop interface, skyevault.

A powerful marketing tool amongst the most active mobile-handset software market is 'word of mouth' and personal demonstration. With this in mind, skyevault embraces the concepts of 'Try & Buy' and 'viral peer-to-peer Superdistribution' in a quick and easy-to-use solution.

In the value chain from software development to End User consumption, skyevault creates a win-win model for all key stakeholders. This section identifies the key benefits to each for the following concerned groups:

1. End user
2. Software Developer
3. Network Operator
4. Content Aggregator
5. Smartphone Reseller

From an **End User** perspective, skyevault is an on-device, easy-to-use 'control panel' application to multiple value-add functionality, including:

1. Purchasing content
2. Sharing existing content with other users (Superdistribution)
3. Being rewarded with loyalty credit for Superdistribution
4. Checking accumulated loyalty and account credit
5. Redeeming loyalty credit for content

From a **Software Developer** perspective, skyevault services all facets of the software provision cycle in a single solution. Value-add offered to the developer include:

1. Reduced marketing spend
2. Controlled illegal use of application content
3. Providing End Users with an integrated on-device payment solution
4. Global Superdistribution of content
5. MMC & device pre-installation opportunities

Skyevault holds substantial benefits for the **Network Operator**. Skyevault can be integrated to embody any existing content WAP portal. Benefits to the NWO include:

1. Encourage customer loyalty to NWO content portal
2. Opportunity to acquire content business from non NWO customers
3. Channel for direct customer communication (through SkyePush Messaging to device)
4. Enables content viral Superdistribution
5. Reward customers for purchase and Superdistribution credit/currency for content spend
6. In-depth statistics on purchase and Superdistribution history/trail/trends etc
7. Opportunity to integrate bespoke NWO billing solution
8. Direct user messaging

For **Content Aggregators** skyevault's managed viral distribution will imply the releasing of resources from channel maintenance and allow for a focus on core competence.

1. Boost revenues from End User Superdistribution sales
2. Lower complex software-purchase entry barriers
3. Encourage customer loyalty
4. Direct user messaging

Smartphone Resellers benefit from preinstalled, top quality application content into the device memory card.

This allows:

1. Differentiation of the out-of-box Mobile Device Package from competitors
2. Enhanced immediate End User experience
3. Creation of additional revenue channels
4. Easy access WAP store to additional try-and-buy content on-device

In summary, skyevault provides a single platform for End Users as a one-stop-shop for purchasing and managing content. Skyevault further adds value to developers, content distributors and smartphone package resellers through incentivised, End User viral Superdistribution of content. Skyevault inherently drives ARPU and encourages customer loyalty, serving as a win-win, leveraged and controlled content purchase and management solution to all value chain stakeholders.