



Data Clearing Services - Event Manager

This service facilitates SMS content mediation, rating, clearing and settlement through the processing and reporting of mobile data records for events such as ringtones, graphics, voting, polling, games, alerts and corporate messaging applications.

The Syniverse **Event Manager Data Clearing Service** simplifies the management and administration of business relationships between content providers and mobile operators as well as between mobile operators and their subscribers for short message service (SMS) events. This service facilitates SMS content mediation, rating, clearing and settlement through the processing and reporting of mobile data records for events such as ringtones, graphics, voting, polling, games, alerts and corporate messaging applications. The service also enables pricing for mobile data events based on value rather than flat rate, minutes-of-use or bytes, and it provides the ability to negotiate wholesale compensation agreements based on actual usage of the service rather than on a flat fee basis.

Benefits of Data Clearing Services - Event Manager

- Increases profitability of mobile data service offerings.
- Reduces operator clearing costs by using a highly developed service bureau product.
- Views and analyzes services based on customer segments use.
- Provides price to partners and subscribers based on value.
- Negotiates compensation agreements based on usage of services in addition to flat fee.
- Handles mobile data in a highly secure environment.
- Takes advantage of Syniverse's 20 years experience in clearinghouse, transaction processing, rating and reporting of mission-critical information.

Features of Data Clearing Services - Event Manager

- A unique end-to-end solution for the collection, rating, clearing and settlement, and reporting of premium content transactions on behalf of both mobile operators and content providers.
- Collection, tracking and rating of event records, such as SMPP and SMTP SMS, in a fashion similar to voice call detail records (CDRs).
- Translation of event records into proprietary billing or standard (CIBER and TAP) formats.
- Robust standard and customized reporting to monitor and manage the usage of services and activity by existing and potential partners.
- Revenue share billing and rating scenarios.
- Clear and settle based on many complex business relationships and compensation agreements.
- Flexible and customizable outputs to billing systems.



Syniverse Technologies

Serving more than 800 communications companies in over 160 countries, Syniverse Technologies (NYSE:SVR) offers market-leading solutions that simplify the complexities of roaming, messaging, network interoperability and business intelligence for mobile operators, MSOs, enterprise verticals and emerging mobile providers.

How It Works

1. Syniverse collects data generated by mobile data transactions and subscriber activity over mobile data networks, a function known as mediation.
2. The mediation function identifies the content provider and the mobile operator, and determines whether or not the record needs to be retail-rated in addition to being wholesale-rated.
3. The record is sent in a common format to the rating function, which performs edits – such as whether the record reflects a valid bilateral (operator/content provider) relationship – and provides the necessary rating.
4. The wholesale-rated record is then sent to clearing and settlement, where the financial position is determined for each bilateral relationship and is updated until the end of the settlement period indicated for that relationship.
5. Records identified to be retail-rated have the appropriate rate applied and are delivered to the translation/conversion function, where they are put into the format required by the operator's billing system.
6. These are delivered back to the operator for placement on the subscriber's bill.
7. A robust reporting system delivers a variety of reports to the users of the system.

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