



## Location-Based Services

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Enterprises are constantly looking for new ways to monetize their products, deliver differentiated value, and reduce risk and cost of service.

**Syniverse Location-Based Services (LBS)** provide an innovative way for you to meet these needs by enabling you to send relevant information to your customers based on real-time location data accessible from their mobile devices. By serving as the location information aggregator, Syniverse obtains information from multiple sources, including direct connections to operator network infrastructures. We aggregate the information across operators, technologies and location sources to provide a single web interface where you can access your customers' location information, regardless of their mobile service provider.

Add value to your mobile presence with Syniverse LBS – bringing you closer to your customers, no matter where they are.

### Benefits of Location-Based Services

#### Enterprise Benefits

- Promotes brand affinity and improves customer service, satisfaction and loyalty by enhancing customer relationships through increased engagement and opportunities to present more relevant content in real time.
- Promotes interaction with your consumers through our integrated messaging system that leverages shortcodes, which make it easy for your customers to opt in to receive messages from you.
- Enables you to deliver better, richer and more dynamic applications and services, so you can see relevant data in real time.
- Offers heightened reach as a device-agnostic solution not limited to smart phones.
- Reduces costs:
  - No need to build or download an application per platform.
  - Only promote content to relevant, targeted customers instead of a large customer base, which requires additional resources.
- Drives sales by delivering relevant information to interested parties when they are in your businesses' area.

#### End-User/Customer Benefits

- Provides access to relevant, useful data and promotions.
- Offers an additional layer of security through second-factor authentication, validating transactions by comparing the location of the user with the location of the transaction.



## Technical Requirements

- Provides privacy and subscription management.
- Enables location lookup and data correlation functionality.
- Complies with operator mandates that state:
  - Users have explicitly opted in to the location lookup service.
  - On-device opt-out mechanism available.
  - Records of subscribed users must be maintained.
  - Subscribed users must periodically be reminded of location lookup.
  - Parental consent must be procured for minor's location lookup.
  - Any privacy setting selected by the end user on the device must be honored.

- Enables customers to engage with social networking applications and to find friends and places of interest.
- Ensures customer data is safe, handled appropriately and only used for agreed upon services.

## Features of Location-Based Services

- Highly scalable, reliable geo-redundant platform.
- Device agnostic, cross-operator, next-generation solution with the ability to access a user's location whether outdoors on a street or at an indoor facility like a shopping mall.
- Standardized on-boarding process with consolidated guidelines for operator and CTIA compliance.
- Unified industry-standard HTTP APIs across operators.
  - Subscription management – manage customer opt-ins, opt-outs and reminders or let Syniverse manage them for you.
  - Periodic reminders.
  - Simple X/Y latitude and longitude services.
  - Geo coding.
- Leverages Syniverse's core strengths.
  - Robust, managed infrastructure with 24x7x365 support from an expert team.
  - Strong operator relationships.
  - Expertise in mobile provisioning and compliance.
  - Experience with large diverse customer base.
  - Understanding of both enterprise and operator requirements.
  - High quality of service with industry-leading SLAs.
- Single integration point to reach Tier 1 U.S. and Canadian operators with continually expanding reach.
- Standard transaction-level reporting and billing capabilities enable you to track effectiveness and usage.

## Use Cases

### Preventing Fraud and Identity Theft

Fraud departments can use customer location information to validate a credit/debit card or online transaction. Here's how:

- Customer registers for fraud protection through one-time opt-in process.
- Customer makes a purchase using his or her credit/debit card (on premise or online) that exceeds the customer's preset spending limit, triggering a fraud detection request.
- Syniverse provides the location mediation between the location of transaction and the location of customer's mobile phone.
- If the mobile phone is not in the same general vicinity (cell ID/preset radius) as the transaction, the enterprise can tag the transaction as possible fraud and/or request an SMS second-factor authentication.



## About Syniverse

Serving more than 900 mobile operators, cable and Internet providers, and enterprises in over 160 countries, Syniverse Technologies 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.

## Increasing Retail Store Traction

Retailers can use customer location information to give directions to a nearby store or to create a location-enabled search showing which stores currently have an item the customer has identified he or she wishes to purchase. Here's how:

- Enterprise accesses location information of subscribed customers.
- Enterprise uses customers' location information and the location of the point of sale/promotion to create a list of customers who are in the given radius of the point of sale/promotion.
- Based on the result, enterprise sends a targeted message or promotion to relevant customers.

For additional use cases, please contact [enterprisesales@syniverse.com](mailto:enterprisesales@syniverse.com).

## How It Works

The following steps should be taken when commencing location capabilities:

1. Enterprise gathers valid consent from a customer through which the customer agrees to share his or her mobile phone number for location information.
2. Enterprise provides Syniverse with the mobile numbers of the customers who have given their consent.
3. Syniverse obtains location information from the appropriate operator and sends it to the enterprise.
4. Enterprise uses this location information for promoting targeted content, validating location and tracking assets.



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