

Helping people experience broadband anywhere



Connection Manager

Mobile & Wireless Connection Management

emotum[™]

The Emotum Connection Manager

What is the Connection Manager?

The Connection Manager is software that makes **mobile & wireless connection management** easy.

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The Connection Manager is designed for service providers to enable a **completely customisable solution** to compliment unique market deployment strategies. The software is **device agnostic** and works with all major brands of external devices and embedded laptops and netbooks. The software is **network agnostic** working seamlessly on 2G, EDGE or 3G networks. In addition, the software supports all forms of Wi-Fi connectivity and can seamlessly integrate with service provider fixed-line, mobile, Wi-Fi partner or roaming strategies.

The mass market is the realm of non-technical users, and they require a user friendly experience without technical complexity. Emotum software provides the same high level of **customer experience** no matter what device or connection type, which in turn simplifies customer support as you only need to support one software platform, hence **reducing the cost of customer support** and **increasing customer satisfaction**.

The Connection Manager can be extended with additional functionality from the Emotum suite of software products, enabling a **customer care** and **marketing platform** for service providers. Emotum also offers **complete custom development** services if the standard software does not exactly meet your requirements.

Unique Selling Points



Designed exclusively for service providers - The Connection Manager is device & network agnostic and has been designed specifically to address the needs of service providers and their customers.



Focused on customer experience - Our Human Centred Design (HCD) methodology ensures a personalised, positive customer experience. The Connection Manager provides market differentiation and helps compete on customer experience rather than price alone.



Reduces operational costs - The Connection Manager is user-friendly, device agnostic, network agnostic, and provides a unified platform for customer support no matter which operating system or configuration.



Strengthens your brand - We want your customer to say good things about you. The Connection Manager makes your offering sticky, hence increasing the strength of your brand and reducing churn.



Improves customer intelligence - The Connection Manager can be used to collect important system, network and customer data to help service providers understand, segment and market to their customers more effectively.

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Key Features & Benefits



Superior Customer Experience

Mobile & Wireless One-Stop-Shop

The Connection Manager supports all of your customers' connections in one easy to use interface. Whether they have fixed-line, wireless, mobile or multiple connection types, a graphically designed interface provides an at-a-glance connection status and control. The Connection Manager incorporates plug-&-play installation, an illustration of connectivity status, visible usage data and support for SMS. The software manages mobile and wireless connections and supports silent login (WISPr), the displaying of network aliases, the ability to add or remove networks and seamlessness between networks.



Mobile Roaming

The Connection Manager is able to monitor a customer's mobile broadband connection and provide roaming alerts when a customer connects to a foreign network. Software updates and data downloads can also be disabled when a customer is roaming, therefore avoiding expensive data roaming charges. In addition, the Connection Manager can silently login to service provider or partner Wi-Fi hotspots, helping to alleviate the burden on mobile networks.



Reduced Operational Costs

Hardware & Network Agnostic

The software is independent of hardware and network, and allows service providers to provide the same high level of customer experience using any external device, embedded laptop or netbook. The software is standards compliant and supports all operator networks from 2G, 2.5G, 3G and evolution to 4G technologies. These qualities allow the service provider to provide a tailored offering to the marketplace and support multiple hardware vendors, embedded laptops and network technologies within the one piece of software.



Helpdesk Training & Call Times

No matter what operating system, hardware configuration or network connection, the Connection Manager provides one user interface for the customer. This means that the Customer Support Representative (CSR) does not need to know multiple software interfaces, can quickly and easily describe to a customer what steps to take, and ultimately provide a better support experience, reduce call time and support costs.



And There's More!

Extend the functionality of the Connection Manager with additional Emotum software:

- » **Self Install Kit (SIK)** - activation software
- » **Connection Centre (CC)** - self-help & helpdesk support
- » **Emotum Software Update System (ESUS)** - digital distribution & management
- » **Emotum Statistics & Reporting System (ESRS)** - network & customer intelligence
- » **Emotum Marketing & Notification System (EMNS)** - targeted ads & alerts

Why did we create this software?

Like most users, we love being online 100% of the time. We have multiple connection types that we use at multiple locations at different times. We want the ability to manage all of these connections in one place.

As specialists in software design we also saw the opportunity for service providers to reduce support costs, lower churn rates and generate new revenues by providing the right tools to their customers.

At Emotum, we believe that new opportunities for service providers rely on providing customers with a good experience. We want to help make this happen.

About Emotum

Headquartered in Sydney Australia, Emotum Pty Ltd is marketing customised and localised fixed-line, wireless and mobile broadband software solutions in Europe, the Americas and Asia Pacific.

Our mission is to partner with its clients in the provision of innovative software solutions that solve the financial and technical challenges implicit in capturing and servicing the non-technical mass market.

For more information on this or any other Emotum software product, including case studies and product demonstrations please email enquiries@emotum.com