

Keep your customers up-to-date



## Software Update System (ESUS) Easy Software Management

**emotum™**

# The Emotum Software Update System (ESUS)

## What is ESUS?

The Emotum Software Update Service (ESUS) is a server and thin client system designed to **manage the download and installation** of supported software updates.

The ESUS client is designed to complement the software update mechanisms currently in place for **individual software products** in a service provider portfolio by managing the download of the update data in accordance with Emotum's principals of customer service. Where the user has ESUS installed, the Emotum suite will use the services of ESUS to manage updates.

*ESUS keeps all software within the managed space (up-to-date with as little disruption to the user as possible).*

More specifically, ESUS is to keep **all software within the managed space** up-to-date (i.e. Emotum software and supported third-party software or firmware) with as **little disruption to the user** as possible. ESUS adheres to all relevant industry standards and practices, specifically regarding privacy and security.

ESUS provides a **complete software update system** for service providers to manage the deployment of upgrades, updates and patches to reduce server loads and enable soft-launches of new software releases and features. A responsive download and update system is a requirement for **context-aware customer care** and **context-aware marketing**.

ESUS 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 software does not exactly meet your requirements.

## Unique Selling Points



**Designed exclusively for service providers** - ESUS has been specifically designed for the needs of service providers. The ESUS system is designed to evolve to satisfy the needs of service providers and their customers now and in the future.



**Focused on customer experience** - Our Human Centred Design (HCD) methodology ensures a personalised, positive customer experience. ESUS provides a zero touch experience and helps make software deployments easy without user interaction.



**Reduces operational costs** - ESUS provides an efficient digital distribution platform for value added service offerings and helps keep self-help tools up-to-date with the latest fixes, instructions, tutorials and guides.



**Strengthens your brand** - We want your customer to say good things about you. ESUS decreases hassles customers have with keeping their software up-to-date, and increases customer satisfaction by making it easy.



**Improves customer intelligence** - ESUS can be used to provide detailed metrics so service providers know what software and versions have been deployed to customers and how many are using which version.

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## Key Features & Benefits



### *Improved Customer Experience*

#### **Zero touch installation & update**

ESUS is designed to require zero user interaction (or interruption) wherever possible. This seamless user experience means that the customer always has the latest software version and is up-to-date with bug fixes and patches all the time. New features or updated content is made available automatically. It just works, no experience required. This means higher installation success rates and a happier customer.



#### **Managed experience**

The managed experience provided by ESUS means that a customer gets more than just access when they buy your service. They get help maintaining software updates and context-aware customer care. This helps users who are not technically minded take control of their system by having it managed by a trusted source; you.



#### **Safe & Secure**

ESUS provides industry best practice security, encryption for validation, management and contingency of software updates. ESUS increases your security and compliance by providing traceability, accountability and reporting for updates or configuration changes, as well as controlling access to and management of the web based management console.



### *Reduced Operational Costs*

#### **Complete Control**

An intuitive management interface provides a centralised and up-to-date record of all the software versions and configurations. ESUS allows scheduling of updates to individuals or groups, providing the ability for trickle based updates or “soft launches” to minimise server loads and peak times. By alerting you when problems occur, ESUS reduces the risk of downtime by allowing faster response to events where attention is required.



#### **Context-aware Customer Care**

Helpdesk agents are able to utilise ESUS to push context-aware software updates & fixes based on user’s current situation and environment, knowing that they can leave the download and installation to ESUS and that it will be OK. Detailed metrics, including installation history, versions and updates means that the helpdesk has an immediate overview of the customer’s configuration.

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## *Increased revenues*

### **Deploy New Software & Services**

Context-aware marketing based on user's current situation and environment provides requires the flexibility of ESUS to provide customers what they need on demand. ESUS can also be used in the deployment of 3rd party software providing the ability to manage the download and installation of new software & services. ESUS is flexible, so as long as the software supports ESUS, it can be deployed stand alone direct from a service provider website, downloaded and configured via the Emotum Connection Centre or installed at set-up. ESUS allows any software in the managed space to be easily downloaded, installed or updated.



## *And There's More!*

Extend the functionality of ESUS with additional Emotum software:

- » **Self Install Kit (SIK)** - activation software
- » **Connection Manager (CM)** - mobile & wireless connection management
- » **Connection Centre (CC)** - self-help & helpdesk support
- » **Emotum Statistics & Reporting System (ESRS)** - network & customer intelligence
- » **Emotum Marketing & Notification System (EMNS)** - targeted ads & alerts

## Why did we create this software?

As end-users ourselves we recognise the difficulties experienced with keeping up-to-date on a day-to-day basis. Managing Windows Updates, 3rd Party Updates, drivers & settings is a chore even for “techies”.

As specialists in software design and technology 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](mailto:enquiries@emotum.com)