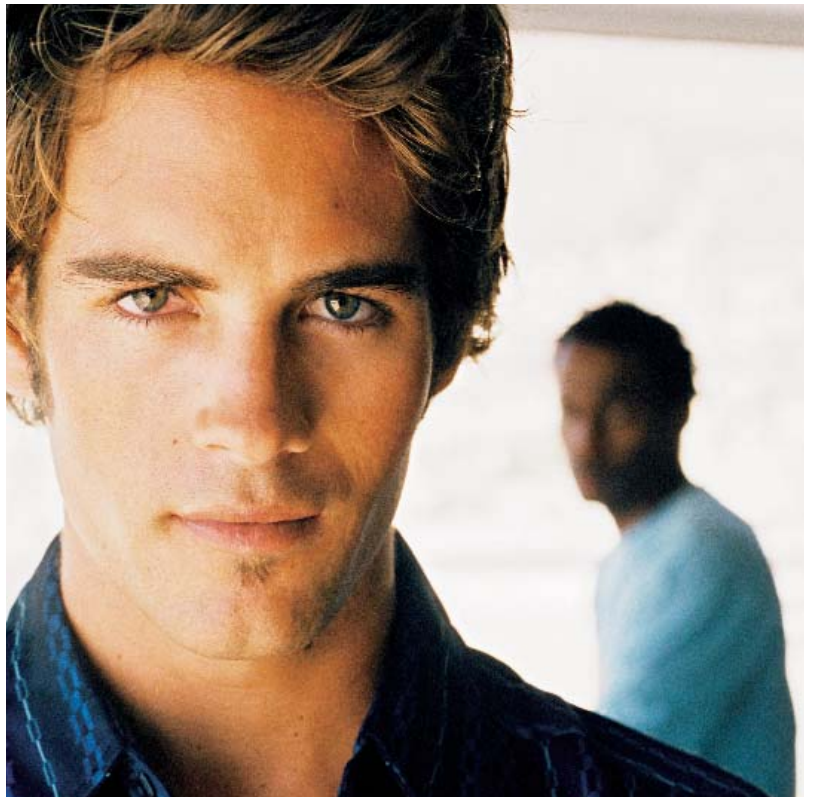




Self-Service Set-Up FAQ

What You Need to Know



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SELF-SERVICE SET-UP FAQ

WHAT YOU NEED TO KNOW

1) What is "Self-Service Set-Up"?

VeriSign Communication Services (VCS) and Telespree Communications have jointly developed Self-Service Set-Up, a state of the art, network-based self-service solution that intuitively guides end users through wireless device activation or reactivation, customer account set-up, and account maintenance processes without the aid of a sales clerk or call center using only the device itself. Self-Service Set-Up enables carriers to significantly lower customer care and retail operations costs while improving the end-user experience and increasing revenues through channel reach and efficiency.

2) Is there a single Self-Service Set-Up application, or can the solution's use vary by carrier?

Self-Service Set-Up is a suite of services, all based on an intuitive, 100% automated process driven via the mobile device. This network-based system is customizable to mirror the carrier's business rules and processes. A real-time interface to the carrier's OSS/BSS systems ensures the user gets up-to-date plans, pricing, promotions, and features. The following are examples of Self-Service applications.

AUTOMATED ACTIVATION

- Post-paid - new account creation
- Pre-paid - new account creation
- Reactivation

AUTOMATED ACCOUNT MAINTENANCE (SELF-CARE)

- Plan & feature changes
- Add a phone to an existing account
- Handset and warranty swaps to an existing account
- Telephone number changes to an existing account

SPECIAL APPLICATIONS

- Dynamic sales promotions
- WLNP
- Enterprise

3) How does Self-Service Set-Up benefit a wireless carrier?

Self-Service Set-Up gives wireless carriers new, exciting off-the-shelf selling capabilities and vastly reduces customer care and retail operations costs. Self-Service Set-Up also:

IMPROVES END-USER EXPERIENCE

- Users can self-manage their wireless services via their handsets anytime, anywhere
- Wireless becomes convenient to buy and activate, change or manage

REDUCES OPERATIONS, SALES, & SUPPORT COSTS

- Enables carriers to streamline processes and reduce customer care and retail sales costs through automation and dynamic management of activation experiences, ongoing account maintenance, rate plan changes, and promotions for customers
- Reduces training for sales, support, and service agents with self-service automation

INCREASES REVENUES THROUGH CHANNEL REACH & EFFICIENCY

- Expands distribution channel opportunities with a simple, easy to deploy off-the-shelf solution in more diverse locations
- Provides consistent and measurable customer account set-up experience that can be managed and modified dynamically regardless of channel

4) Are there "phone in the box" wireless retail sales programs today where one can buy the phone and leave the store without having to establish a service account?

Current off-the-shelf wireless phone sales programs still require the purchaser to place a call into a call center and/or wait on the line while the representative walks through the account set-up and phone activation process. This process, involving carrier- or third-party call center agents, can be expensive for the carrier and is time consuming for consumer.

Self-Service Set-Up enables consumers to establish service, activate a wireless device and manage their account themselves through a network-enabled point-of-sale solution managed via the device itself. The consumer can self-manage their wireless services via their mobile device at any time, from any location.

5) How does Self-Service Set-Up change the way a carrier sells wireless today?

This "off-the-shelf" approach allows carriers to reduce staffing requirements, minimize the need for kiosk and retail placements, and improve market reach, thereby driving greater visibility and ultimately, sales volume. Self-Service Set-Up enables carriers to optimize retail channel sales by providing devices that intuitively and immediately guide consumers through the activation, account set-up, rate plan changes, and ongoing maintenance processes. Because Self-Service Set-Up is a network-based solution, devices can be shipped to diverse retail outlets regardless of rate plans, features, or applications. Carriers can now manage and modify offers that are dynamically and instantly tailored to the end user without retraining sales or customer care agents.

6) Can a wireless carrier continue to up-sell customers using Self-Service Set-Up?

Yes, with Self-Service Set-Up, wireless carriers can more effectively up-sell customers into improved rate plans and new features because Self-Service Set-Up:

- Delivers an enhanced user experience that is customized to the user
- Instantly profiles a new customer and presents the best rate plan and feature set to that individual
- Never "forgets" to promote new features or wireless applications
- Matches user needs to best service offerings, increasing up-sell as well as customer satisfaction
- Automatically "pushes" the latest and most appropriate promotions and incentives to the customer

7) What are the benefits of Self-Service Set-Up for the enterprise?

Self-Service Set-Up for enterprise provides a flexible tool for the IT manager to simplify processes and lower administrative costs in device activation, account creation and management, enabling enterprise customers to have unique and tailored device set-up processes. Enterprise IT managers can create profiles customized to specific groups of employees that are automatically associated with pre-established plans, features and configurations resulting in a consistent, "enterprise branded", error free employee enrollment experience.

8) How does Self-Service Set-Up work technically?

Self-Service Set-Up technology, a client-server based solution, allows a non-activated device to instantly and securely register onto the carriers' network at initial "power on." During this process, the device and the Self-Service Set-Up server mutually authenticate each other. Once authentication is complete, Self-Service Set-Up selects the appropriate application to run based on the carrier's business rules and device capabilities (i.e. HTTP, IVR, SMS, etc.). Then, over a secure, controlled interactive user session, user data is collected, user verification is completed, and credit and payment is processed and then communicated to the appropriate carrier OSS/BSS backend systems. For initial activations or reactivations, once the service account has been created, programming of initial use device parameters are completed in real time.

9) How does Self-Service Set-Up work with OTA or IOTA used today?

Self-Service Set-Up is not intended to be a replacement for OTA systems. Self-Service Set-Up includes a mechanism for initial parameter programming since it has an established data session with the device. Using this session, the carrier can specify certain parameters to be programmed. Once initial programming is complete, the carrier can use its existing OTA systems for complete device programming (e.g. PRL downloads, etc.) and ongoing device management.

Additionally, the use of Self-Service Set-Up for device activation does not preclude the use of OTA for either manually activating a Self-Service Set-Up enabled device or performing device initiated parameter updates with existing OTA systems.

10) How do carriers offer different rate plans to different consumers through Self-Service Set-Up? What is the business logic that matches plan offers to user segments, once the user has been determined through the identification process?

Self-Service Set-Up includes credit scoring and advanced profiling incorporating multiple consumer data points (e.g. age, income range, home ownership, etc.), which drives rate plan and feature options from which the consumer chooses. Based on these profiles, the plans and features most likely to be purchased would be offered first, as defined by the carrier's business and market rules. Additional push promotions and incentives can be delivered as well.

11) How does Self-Service Set-Up prevent potential fraudulent activity? Is Self-Service Set-Up secure?

Self-Service Set-Up provides a secure solution via mutual authentication and encryption using an advanced 128-bit key for data encryption. Additionally, each device has a unique key mitigating all fraud potential. Identity fraud is also minimized through the VeriSign Numeric-Only-Identification-Protocol (NOIDP), which establishes identity by requesting personal questions used to validate the purchaser. General questions, such as birth date and social security number, are used to establish primary identity, which can optionally be further validated by an "out of wallet" question such as mortgage balance, bank info, car payment or other information derived from a credit report. These detailed questions are far less likely to be known if identity theft has occurred.

12) How does Self-Service Set-Up identify the consumer?

Upon receipt of personal numeric information, the Self-Service Set-Up application initiates a callout to proprietary and/or 3rd party databases where specific consumer data is appended. Once this consumer data is appended, a callout to the credit bureau(s) can be initiated if the carrier requires. As data is gathered, such as the credit score, it is added to the Self-Service Set-Up database. The data can be used to prompt the subscriber with questions necessary to verify identity. Once the carrier's business rules have been met and the required demographic information has been collected, Self-Service Set-Up sends the information to the provisioning systems to update the necessary carrier OSS/BSS systems and network elements.

13) What do consumers say about self-service wireless?

According to Forrester Research, Self-Service Set-Up has cross-market appeal and is highly attractive to multiple wireless consumer groups, with special interest in the youth and professional consumer segments. Top prospects also include current wireless users who like the convenience of being able to purchase a phone and select a service plan on their own. They also expressed interest in purchasing self-service wireless at a variety of non-direct retail channels. Consumers indicated that speed of purchase and convenience were key factors in their reasoning for preferring Self-Service. With Self-Service, consumers felt more comfortable and preferred purchasing wireless at traditional retail outlets.

14) How can a wireless carrier trial Self-Service Set-Up?

VeriSign and Telespree are eager to work with carriers interested in a trial/evaluation programs. Self-Service Set-Up can be provided to carriers through a convenient, hosted environment for rapid and efficient carrier market and technical evaluations. The Self-Service Set-Up team is ready to work with carriers one-on-one to design the specific plan that best capitalizes on a carrier's unique market, channel, and customer requirements.

Learn More

For more information, please contact your VeriSign Account Manager, call our information center at 888.655.4636 or 1.912.527.4010, send an email to vts-mktginfo@verisign.com, or visit www.verisign.com/telecom. At Telespree, please contact 415.817.0800 or visit www.telespree.com.

About VeriSign

VeriSign, Inc. (Nasdaq:VRSN), delivers critical infrastructure services that make the Internet and telecommunications networks more intelligent, reliable, and secure. Every day VeriSign helps thousands of businesses and millions of consumers connect, communicate, and transact with confidence.

About Telespree Communications

Telespree is the leading developer of self-service solutions. Telespree's innovative network solution transforms any wireless device into a convenient customer self-service terminal, allowing carriers to reduce customer and distribution costs. Telespree has created the industry's first self-service platform for automated activation, ongoing account maintenance, and profile management.