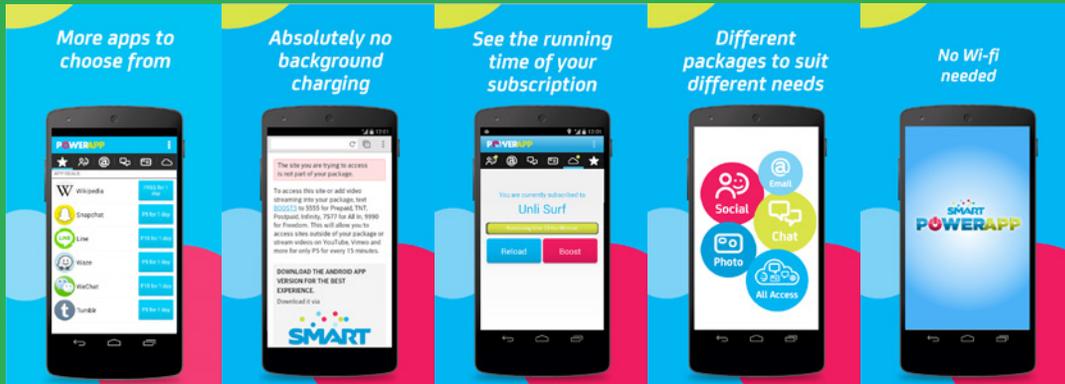


CUSTOMER SUCCESS STORY

Smart Communications: Getting Mobile Customers Using Data



Innovative bite-size and time-based plans? Now that's Smart!

For many mobile subscribers, volume-based data charging isn't easy to understand. For Smart Communications, this meant that many of their customers weren't using mobile data at all. Instead, they would jump between WiFi hotspots.

By introducing convenient, affordable, bite-size, and time-based application specific plans, Smart tapped into a new revenue stream by getting millions of subscribers to start using data.

Know Your Customers

Using Sandvine's business intelligence products, Smart quickly identified the specific applications that subscribers used in short bursts.

To meet these subscribers' needs, Smart partnered with Sandvine to develop *PowerApp*—the world's first mobile Internet store that lets subscribers choose the perfect mobile data bundle for worry-free, affordable Internet access.

The Pay-Off

Smart's growing base of prepaid subscribers can now buy their mobile data the same way they buy applications: by tapping a bite-size data package for the applications they want to use right now.

It's working—Smart reports several million *PowerApp* transactions a day—with many of those customers eventually purchasing larger data plans.

A First for the Philippines

"In the Philippines, nearly 95% of subscribers are on pre-paid or pay-as-you-go plans. PowerApp represents an affordable model that makes sustainable economic sense for consumers and for telcos, which are able to distribute data more efficiently and profitably across all customer segments."

*- Michele Curran
Data and International Services Head*

About Smart

Smart Communications, Inc. is the Philippines' leading wireless services provider.

Smart offers 3G, HSPA+, and LTE services, while its satellite service Smart Link provides communications to the global maritime industry.



Your network can be just as Smart. Visit www.sandvine.com