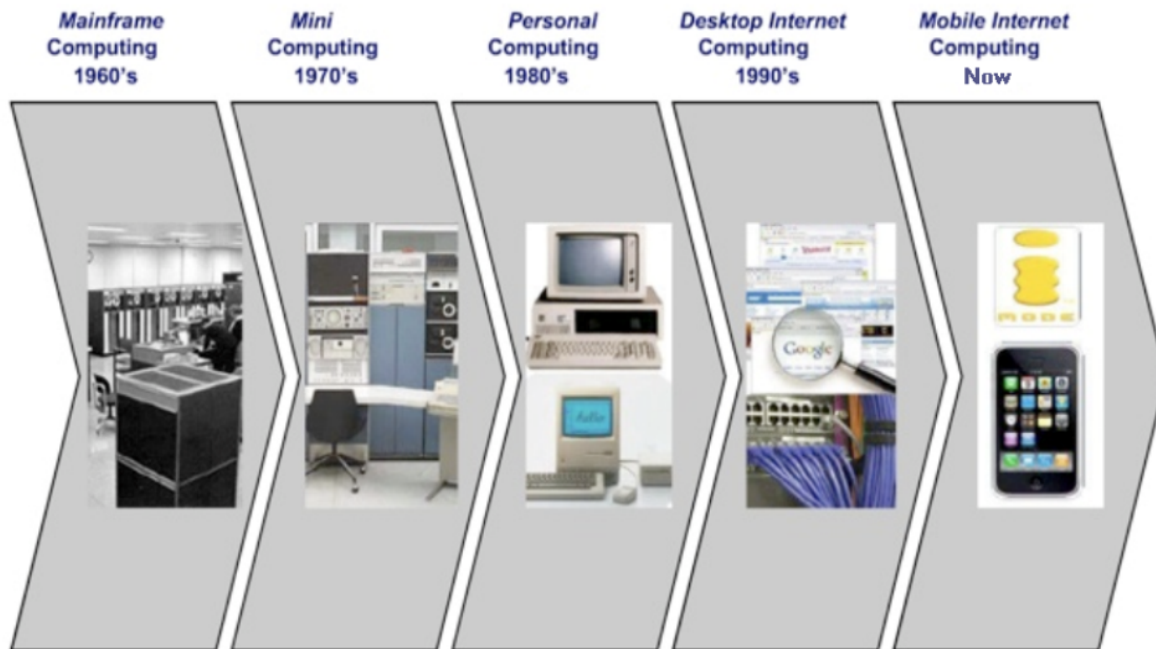


Dizilife's Mobilyse Suite

Clients and customers want complete solutions and technology to be invisible. Relationships are the new currency in this new world as consumers look for two way conversations with businesses giving them the power to do what they need to accomplish, anywhere, at any time. And more of them are doing this through their mobile devices particularly so in Asia. A recent (2009) Morgan Stanley report showed this most clearly when they capture the computing technology paradigm through the decades.



Source: Morgan Stanley report on the Mobile Internet (2009)

Faster communications, better market information and easier access, new cost effective approaches and new solutions, these are what have given people the tools to overcome limitations and circumstances.

So what does this mean for businesses?

Today just as businesses without a website are not even in the customers considerations, very soon it will be considered absurd not to have a mobile web site, extrapolating scenarios a few years down most firms moving forward will have an integrated mobile presence and services that uses customers accessibility on the mobile as a core consideration to deliver services and information.

The situation as it stands today is one where the mobile is rapidly expanding as a channel for interacting with consumers, and it will continue to be increasingly relevant to businesses as the networks, devices and technology advances to enable richer and a more personalized interaction

anywhere anytime.

Businesses who have realised this and taken advantage of this channel are seeing immense ROI returns not to mention benefiting from a business channel with minimal or no clutter and competition.

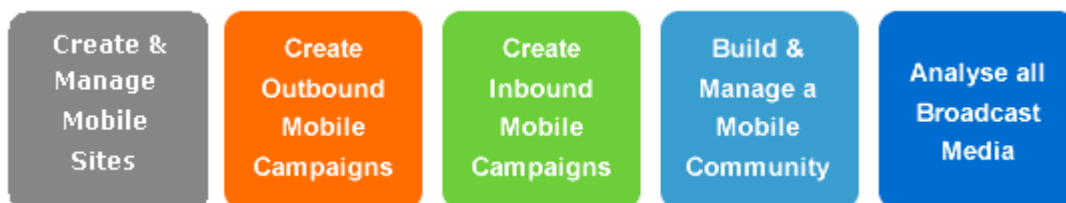
So how can I benefit?

The first step would be to get an understanding of the mobile channel with its unique advantages as well as limitations. The next would be to look to incorporate the mobile channel into existing marketing plans so as to gradually create a foundation for the future. Start simple and gradually enhance the services and information availability to create a richer customer interaction anywhere and at anytime.

What tools are available?

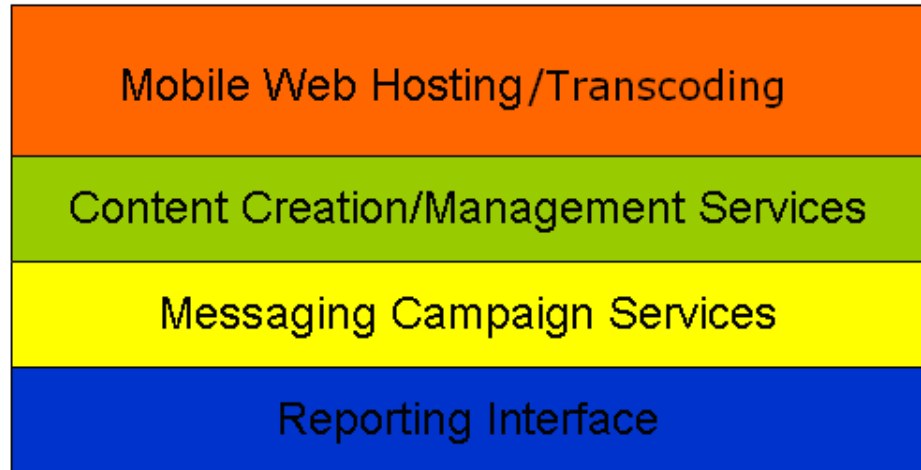
While there are many discrete tools available one of the most well integrated toolkits for mobile is Dizilife's award winning Mobilyse suite.

The DZL Mobilyse Suite is a self service campaign management web-based platform which drives consumer usage of your businesses mobile services and content via mobile messaging (SMS or WAP Push). Dizilife's Mobilyse suite seamlessly manages mobile content, campaigns and community management:



Key Features and modules of the Mobilyze service suite include

- Mobile Content Creation Hosting and Management, either using the integrated mobile content creations and publishing tool or transcoding your existing corporate hosted sites and services via the Mobilyse platform's mobile transcoder.
- Inbound and Outbound* messaging campaigns containing links to content and services for instant user service and gratification, with detailed reporting including click activity



- Management of mobile communities including multi layer segmentation and content usage history
- Detailed analytics and Reporting enhances the value you derive from your customer communications by ensuring a closed feedback loop.

NB1: Inbound campaign is when messages are received (or incoming) from consumers.
Outbound campaign is when messages are pushed (or outgoing) to consumers.

For years the mobile channel has been held back by the limitations of SMS; 160 characters, limited interaction and tracking capabilities. With mobile data usage rapidly increasing and Dizilife's unique Mobilisation toolkit engine, SMS will in future be primarily a delivery method for rich interactive content and information links. Mobilyse users are seeing average click through rates of 12% from an outbound message to mobile content.

Act now and give your business the mobilyze advantage!

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