

Increase efficiency and stimulate your business opportunities by introducing mobile ticketing

PRODUCT DESCRIPTION

Mobile Ticket

By offering ticket purchase through the mobile phone, which is always at hand, your customers will get an excellent alternative to traditional payment methods. Moreover, the easy and convenient ordering procedure through SMS stimulates more end users to perform spontaneous purchases of your ticket offerings.

The Unwire Mobile Ticket solution allows creation of mobile ticketing services for many different business areas, such as transportation, parking or events, and already processes a total of more than 25.000 tickets every day. All main aspects of offering digital tickets are covered within the solution, from service creation over ticket sales, delivery and validation to reporting and support facilities.

Ticket ordering and delivery is handled by a normal SMS through the end user's mobile phone, which ensures maximum compatibility with all end user devices, compared to alternative technologies. Each ticket will contain relevant text information in addition to a number of security elements to ensure ticket uniqueness and validity. The ticket price will be automatically charged through the end user's mobile phone invoice or prepaid account upon successful delivery.

All daily tasks can be performed through the online administration interface, which provides a detailed overview of ticket sales across time and product types. Furthermore, the graphical user

interface allows you to configure relevant parameters, such as ticket price, SMS keywords, response message texts and security elements, for each individual ticket service you create within the solution.

The system performs detailed logging of all transactions, from initial ticket ordering to final delivery confirmation, and supports a range of different states which are updated throughout the entire ticket purchase process. The support module of the administration interface allows customer service to search among all tickets sold, in order to investigate the current status of an individual ticket purchase.



Many different standard purchase flows are supported by the Mobile Ticket solution, which also offers the flexibility to adapt to new customized scenarios. Each individual ticket service can be configured in a number of different ways, and may for instance include end user verification of purchase or automatic sending of a reminder SMS before a certain event begins.

To ensure ticket uniqueness and prevent falsification, relevant ticket details and security elements in each SMS can be quickly verified by visual inspection. More advanced ticket validation is possible through lookup into the ticket database, which may be initiated by submitting the ticket ID through e.g. SMS, mobile internet or optical scanning of the SMS ticket

➔ BENEFITS



- Simple and convenient method for ticket purchase
- Cost-efficient alternative to cash and coins
- No installation required - broad compatibility due to SMS
- End-to-end ticket handling platform
- Flexible platform supporting many different scenarios and purchase flows
- Direct system access through online administration interface

➔ KEY FEATURES



- Configuration of tickets, products and services
- Customization of purchase flows and interaction
- Detailed logging, reporting and support capabilities
- Ticket control and validation interfaces
- Online customer service and support module
- Ticket sales monitoring and analysis

ABOUT UNWIRE

Unwire is the largest Scandinavian supplier of innovative mobile solutions to companies in Europe, and offers a wide selection of mobile solutions which are able to handle a high number of transactions in a stable and secure way. Unwire was established in 1999 and is today market leader within mobile solutions in Scandinavia.

➔ HOSTED & MANAGED BY UNWIRE

As the entire mobile platform is hosted and monitored by Unwire, all major technical hurdles associated with launching mobile services are removed, and the highest possible performance and availability can be guaranteed.

Unwires highly skilled and experienced technical staff performs all required maintenance caused by the frequent changes and updates in mobile operator interfaces, billing systems, handset profiles etc.

The platform is rapidly scalable, and new product features are continuously released to fit evolving customer requirements in the mobile marketplace.



➔ CONTACT

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