

Virtual wallet opens new revenue streams for mobile network operators*Orga Systems mobile money services leading in Latin America*

Paderborn (Germany), 07 December 2010: Today's mobile handsets, that are equipped for a variety of payment-related transactions, are the main driver for global growth in the mobile payment sector. Orga Systems, #1 choice for real-time charging and billing, supports this rapid change of the mobile industry by offering truly convergent services in the area of prepaid airtime distribution and mobile money services. The mobile payment solutions offer the option to sell "bundled" products in the area of voice, data and financial transactions and enable reliable and speedy customer communication. With more than 18 installations, serving 200+ M subscribers in Latin America, Orga Systems underlines its role as a reliable partner for the future growth of mobile telecommunications.

Operators can benefit in two ways

While advanced mobile markets have linked mobile and banking services for some time, the mobile payments segment is now also expanding into emerging markets, where more than a billion mobile phone users are currently lacking bank accounts. This divergence occurred, for example due to the new availability of inexpensive mobile handsets in markets, such as Latin America, Asia and Africa. Mobile money services offer new revenue opportunities for operators in two ways: direct revenue and indirect benefits, especially reduced churn and increased ARPU. That is why worldwide markets for mobile payments are expected to experience exponential growth rates within the next years. This is due to more and more payments are made via handset - be it for digital goods, such as ringtones or music, or physical goods, such as books, coffee or gifts, or simply to transfer money to your family via your handset.

Truly convergent services for prepaid airtime distribution and mobile money services

To secure their piece of the cake, operators have to enable their subscribers to charge online and offline products and services using their mobile money services. Mobile payment solutions have to enable truly convergent services in the area of prepaid airtime distribution and mobile money. The option to sell "bundled" products in the area of voice, data and financial transactions offers unique advantages to the operators. With its Mobile Money solutions, Orga Systems underlines its strong offerings for distribution management, including handling revenue sharing, commissions and fees, sales targets and bonuses, management of e-money float and cash float.

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