SAP Push 365

Breakthrough Technology For Targeted, Context-Aware Push Notifications, Delivering Exceptional Customer Experiences

SAP Push 365, powered by Urban Airship

Sybase 365, with its market-leading SMS messaging services and reach to over 900 mobile operators, is in the unique position to offer enterprises an array of customer engagement services from SMS to IP-based app messaging. This enables companies to engaged with their customers across all mobile channels and any mobile device; from SMS that reaches all mobile phones, to push notifications that reaches not only smartphones – but even to WiFi enabled tablets. And with Sybase 365's global network, Companies can reach their customers no matter where they are.

Why Push Messaging

Push messaging is a cost effective mobile communication channel that provides engaging customer experiences as a part of your overall marketing mix. Push notifications, as well as rich web-based content, are sent directly from the app to the home screen of any mobile device running on the Apple iOS, Android, BlackBerry and Kindle Fire operating systems.

Push messaging complements the existing mobile engagement channels of SMS, MMS and WAP-push, by enabling consumers who have downloaded your smartphone app to receive richer delivered content.

Why SAP Push 365

Powered by Urban Airship, our solution is the engine behind thousands of the world's most successful mobile apps, providing a full suite of messaging and content delivery tools, including Push Notifications, Rich Media Messaging, In-App Purchase and Subscriptions. The solution is easily integrated across the iOS, BlackBerry, Android and Kindle Fire platforms.

SAP Push 365 manages the back-end complexities so you can focus on building great apps. Urban Airship and Sybase 365 provide developer tools and resources that allow enterprises to quickly and easily add push messaging capabilities to mobile apps, as well as browser-based interfaces that enable business users to create, target and analyze the results of basic and Rich Push® messages. These services will also be available to mobile operators and OEMs through Sybase 365.

SAP Push 365 notifications can be highly targeted through advanced segmentation based on a wide variety of customisable attributes such as audience location, context, user-set preferences or business rules.

Push Notification

Push Notifications allow you to send messages directly from your smartphone app to the home screen, even when the app is closed. Deliver relevant information including sports scores, breaking news, stock movements, or game challenges. Send messages to your full audience, segment your audience into specific groups, or send custom messages to individuals.

- Drive engagement – Deliver relevant messages that bring users back to your app.
- Direct to customer communication - Opt-in mobile communications let you reach users in real-time, wherever they are.

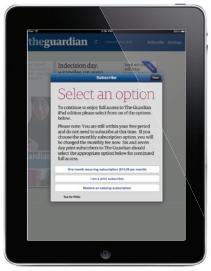
Rich Push

- Go beyond alerts and add engaging experiences and rich media into messages delivered to your app's inboxes. Composer templates make it easy for business users to send music, video coupons or surveys and to create campaigns and preview messages.
- Call to Action - Invite users to take action in the app. Ask them to vote in a poll, share the message with friends, make a call or verify receipt of message.
- Persistent Inbox - Users won't miss your messages and can reference them anytime.
- Engaging Experiences – Deliver, rich engaging web content including photos, video and audio directly in the message.

SAP PUSH 365

In-App Purchase

In-app Purchase capabilities allow users to purchase upgrades, new content, and virtual goods without sending users back to app stores. Simplify and shorten the path to purchase and to allow for easy implementation of a "freemium" business model and creation of additional revenue opportunities.



Subscriptions

Subscriptions let you develop ongoing relationships with your users. Mobile users subscribe directly within an app to open new revenue sources for publishers.

- Recurring revenue - Allow users to sign up for an ongoing relationship with your app. Subscriptions work within the Apple Terms of Service, including Auto-renewables support.
- Unlock or drip content over time - Subscribers pay for content behind a paywall or for a set period of time.
- Entitlement and Restoration – Manage user authentication and content delivery, using a simple turnkey user-management layer that sits on top of in-app purchase.

Composer

The Rich Push Composer makes creating rich messages easy with pre-built examples, content editor, on-device previews, as well as push notification and recipient management.

- Easy Web-based Interface - Makes it easy to set up and send push messages without making API calls or development
- Sophisticated Tagging - Segment messages by behaviour, interest, location, device, and many other factors.
- Scheduling on the Fly - Send messages at the optimal time for individual app engagement.

Reports

SAP Push 365 reports help you analyse the success of push messaging so you can optimize our mobile campaigns to improve success.

- Learn and Improve - Analyze quantitative data on user behaviour in an easy graphical interface to enhance the value of your mobile app campaigns.
- Track number of pushes sent, app opens, unique opt-ins, and user time in app to evaluate success.

Find Out More

SAP Push 365, powered by Urban Airship, is the engine behind thousands of the world's most successful mobile apps, providing a full suite of messaging and content delivery tools, including Push Notifications, Rich Media Messaging, In-App Purchase and Subscriptions. Our platform can help you maximize the success of your app allowing you to build a strategy that will bring people back to your app day after day, extending its life and value.

About Sybase 365

Sybase 365, the mobile services arm of SAP, is the is the global leader in enabling mobile information services for mobile operators, financial institutions and enterprises. We provide our customers with the widest offering in SMS, MMS, GRX, IPX interoperability, end-to-end mobile commerce solutions, innovative mobile consumer engagement services, mobile marketing and content delivery services. Sybase 365 processes more than 1.8 billion messages per day, reaching over 900 operators and 5.5 billion subscribers around the world.

About Urban Airship

Urban Airship is the world's leading mobile messaging and monetization platform offering companies an easy, low-cost way to activate push notifications, in-app purchases and subscriptions in mobile apps. Thousands of organizations including Accenture, Groupon, Macy's and Verizon utilize Urban Airship to increase revenue and deliver enhanced customer service experiences.

For more information:

Visit: www.sybase.com/365 **Read:** http://blogs.sybase.com **Email:** info365@sybase.com

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