



WASP Aggregation Services

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Abbreviations

SMS:	Short Message Service
MMS:	Multi Media Message
USSD:	Unstructured Supplementary Service Data
IVR:	Interactive Voice Response
LBS:	Location Based Service
MO:	Mobile Originating (Transaction Originated from Mobile Phone)
MT:	Mobile Terminating (Transaction Terminated on Mobile Phone)
SLA:	Service Level Agreement
API:	Application Protocol Interface
OBS:	Online Billing Services
EBS:	Event Billing Service
WAP:	Wireless Applications Protocol
WASP:	Wireless Application Service Provider
WASPA:	Wireless Application Services Provider Association
WIG:	Wireless Internet Gateway

1 Background

This document will highlight the Aggregation Services that Cellfind as a registered Wireless Application Service Provider (WASP) can provide.

2 Services supported by the GSM Networks

	Vodacom	MTN	Cell-C	International
SMS	x	x	x	x
Premium SMS	x	x	x	x
IVR	x	x	x	x
Premium IVR				
USSD	x	x	x	
Premium USSD	x (on request)			
MMS	x	x	(Q4 2008)	
Premium rated MMS	x			
LBS	x	(Q4 2008)		
OBS/EBS	x	x	x	
WIG	x	x	x	
WAP	x	x	x	x
GPRS	x	x	x	x

3 Services provided by Cellfind

3.1 SMS & MMS

- MO (Mobile Originating from the handset)
- MT (Mobile Terminating on the phone)
- TAG: Numeric extension to SMS
- Currently cater for National coverage to all three Networks, International coverage not available yet.
- **MMS (Mobile Terminating):**
 - Currently cater for National coverage to MTN and Vodacom
 - Cell C MMS commercialisation to be launched in 2008 Q4.

3.1.1 Subscription & Service Cost

	Costing (Excluding VAT)	
	Once Off Cost	Monthly Payments
Set-up and Administration fee	R2500.00	R1500.00
<ul style="list-style-type: none"> • Account Creation • Credit Vetting 		
Cost per SMS (National)		R0.20
Cost per MMS		TBD
Note:		
<ul style="list-style-type: none"> • These figures excludes VAT 		

3.2 PREMIUM RATED SHORT CODES

3.2.1 Premium Bands & 5 Character Prefix

The following premium bands are available on the 5 character short code number range:

Short Code 5 Characters	Charge to User	Excl VAT	MTN	Vodacom	Cell C Users
31XXX	Standard Rate	TBD	NA	NA	NA
32XXX	R 1.00	R 0.88	R 0.33	R 0.35	R 0.20
33XXX	R 1.50	R 1.32	R 0.61	R 0.69	R 0.54
34XXX	R 2.00	R 1.75	R 0.88	R 1.04	R 0.88
35XXX	R 3.00	R 2.63	R 1.44	R 1.73	R 1.56
36XXX	R 5.00	R 4.39	R 2.56	R 3.11	R 2.92

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37XXX	R 7.50	R 6.58	R 3.95	R 4.48	R 4.62
38XXX	R 10.00	R 8.77	R 5.35	R 6.57	R 6.32
39XXX	R 15.00	R 13.16	R 8.14	R 10.03	R 9.72
40XXX	R 20.00	R 17.54	R 10.93	R 13.48	R 12.12
41XXX	R 25.00	R 21.93	R 13.72	R 16.94	R 16.52
42XXX	R 30.00	R 26.32	R 16.51	R 20.40	R 19.92

Note:

- These figures include VAT
- Network Operator volumes will be deemed as the final Stats.
- * No Revenue Share on Standard Rated Numbers
- Short Code registrations process can take up to 2 weeks with the networks
- The payment of premium revenue is dependant on the Networks and could take up to 3 months to recover.
- Premium lines are deactivated by the network after no substantial inbound traffic is received for 2 months.

Users will have the following options with regards to Standard and Premium Rated Short Code Services:

- **Private / Dedicated Short Code:** Short Code will be applied for on behalf of user and will be dedicated to the user only
- **Shared Short Code:** Existing short codes with keyword/prefixes can be utilised amongst different users.
 - Numbers already available.
 - Quick and easy to set-up.

3.2.2 Subscription & Service Cost

	Costing (Excluding VAT)	
	Once Off Cost	Monthly Payments
Set-up and Administration fee	R2500.00	
<ul style="list-style-type: none"> • Account Creation • Credit Vetting 		
Private/Dedicate Short Code Setup (Per Short Code)		R750.00
Shared Short Code with keyword/prefixes (Per Short Code and Keyword)		R450.00
Cellfind % of revenue received that is distributed by the Networks		10%
Auto Reply SMS (Per SMS)		R0.20

3.3 UNSTRUCTURED SUPPLEMENTARY SERVICE DATA - (USSD)

USSD is a standard form of transmitting information over the GSM network. It is typically used as a “trigger” to invoke independent calling services which don’t require the overhead and additional usage cost of an SMSC. USSD Sample Codes “*120*888#”. USSD is available on MTN, Vodacom and Cell C.

3.3.1 Subscription & Service Cost

	Costing (Excluding VAT)	
	Once Off Cost	Monthly Payments
Set-up and Administration fee • Account Creation • Credit Vetting	R2500.00	
Private/Dedicated USSD Number (Per USSD number)		R750.00
Shared USSD number (Per Short Code and Keyword)		R450.00
Cost per USSD Session		R0.05

3.4 LOCATION BASED SERVICES (LBS)

LBS are only available through Vodacom network and this stage. MTN LBS to be commercially available in Q3 2008. LBS services will be available through an API provide by Cellfind.

Customer who wants to utilise this service should ensure to comply with the following laws and regulations within South Africa:

- **Electronic Communications and Transactions Act 2002 (Act 25 of 2002)**
- **Interception and Monitoring Prohibition Act (Act 127 of 1992)**
- **Regulation of Interception of Communications and Provision of Communication-related Information Act (Act 70 of 2002)**

Note:

- No cellphone user may be located without specifically consenting to be located.
- No location information is delivered unless specific consent has been recorded.
- Consent is stored in a secure area for a period of 5 years.

- Regular reminders are sent out to ensure that cellphone users are always aware of the fact that they may be located.
- Locatable cellphone users can cancel location rights at any time, at the minimum possible cost.

3.4.1 Subscription & Service Cost

	Costing (Excluding VAT)	
	Once Off Cost	Monthly Payments
Set-up and Administration fee <ul style="list-style-type: none"> • Account Creation • Credit Vetting 	R2500.00	R1500.00
Cost per LBS search (Search include the following) <ul style="list-style-type: none"> • Latitude/ Longitude • Short Description of the Location 		R0.65
Note: <ul style="list-style-type: none"> • These figures excludes VAT 		

3.5 OTHER SERVICES AND CHARGES

The following services can also be made available by Cellfind:

	Costing (Excluding VAT)
Project Management fee	R750 per Hour
Consultation/ Development fee	R650 per Hour
Training Fee	R450 per Hour
Handling of informal WASPA complaint	R750 per complaint
Handling of formal WASPA complaint	R5500 per complaint

4 Client Responsibilities

Users utilising Cellfind Aggregations services should ensure that all aspects of the WASPA Code of Conduct is adhered to all times. The latest version of the WASPA code of conduct is available electronically and can be downloaded from the following link:

- <http://www.waspa.org.za/code/index.shtml>

5 Cellfind Responsibilities

- Support:
 - 24 Hour support will be made available if required
- Escalations