

## OnMobile launches Consumer Communication Cloud(C3) for Context Aware Rich Communications

*Solution enables mobile operators to personalise user experience on any device at anytime based on behaviour analytics*

**Bangalore, India: February 17 2014:** OnMobile Global Limited, a leader in telecom value-added services (VAS), is today launching its 'C3' Consumer Communication Cloud, a new cloud platform that allows end-users to access their phone contacts, SMS and MMS messages and call logs on any device and any screen. The solution, which is available to mobile operators, enables them to give their customers the freedom to communicate on any device even without a SIM card.

The C3 platform enables end-users to access personal communication items such as contacts, communication logs and text messages via the cloud. With its powerful bigdata capabilities, C3 also analyses usage patterns in order to predict and display the right information at the right time so users don't have to search for contacts when they want to dial them. Not only is the service saving the end-users precious time, but it also reminds them whom they should call.

Made up of a series of modules, the C3 platform is highly reliable and scalable with its technical architecture designed to meet the needs of Tier-One carriers. There are currently several deployments of the OnMobile Personal Cloud platform, which support more than 15 million subscribers. The C3 platform is an extension to the already popular OnMobile Network Address Book.

Florent Stroppa, General Manager Europe for OnMobile Global Limited said: "With IP communication services, end-users are already communicating on a wide variety of devices and screens and in more ways than just voice and text on their mobile phone. Yet today the communication services provided by mobile operators are still intimately linked to the SIM card. If operators want to remain relevant in this new world of rich communications, they need to offer their customers advanced functionalities and the freedom to access their communication services wherever they want."

Florent continues: "While today, IP communication players provide a richer way to communicate, they still do not make it easier to get into a call. For example, it is still quite common to use the mobile phone to connect to the other party and then ask to switch to an alternative richer solution. The Consumer Communication Cloud enables operators to offer their customers a richer set of communication features on any screen. It also provides the unique capability to show the end-user exactly the right contacts to connect to at the right time. This is based on a combination of context-awareness, pattern recognition and personal data. This enhanced user experience has the potential to rejuvenate fundamentally the communication services provided by operators."

For more information and to see the live demo of the Consumer Communication Cloud platform, please visit OnMobile at Mobile World Congress, Barcelona, in Hall 6, Stand D60, February 24 – 27, 2014.



## **About OnMobile**

OnMobile [NSE India: ONMOBILE], headquartered in Bangalore, India, with services in 59 countries, is the leading Value Added Services [VAS] company for Mobile, Landline and Media Service Providers. OnMobile offers an innovative array of products in Mobile Entertainment, Search and Discovery and Mobile Cloud services. The products span a range of delivery channels, enabling OnMobile's 92 telecom and media customers to generate high revenues. With over 1600 employees worldwide, OnMobile has offices around the globe, including London, Paris, Madrid, Silicon Valley, Miami and Seattle. For further information, please visit [www.onmobile.com](http://www.onmobile.com)

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