



# Delivering

Media



**EBR**Interactive



In today's information driven society, EBR Interactive L.L.C. offers innovative services to businesses and organizations to leverage the telecommunication opportunities. EBR Interactive (EBR-I) provides localized contents, robust platforms for network services and is the perfect partner to take your organization's message to the market via the telecommunication media.

EBR-I is setting benchmarks in Telecom VAS (value added services) by creating applications that are unique and relevant in the domestic and international markets. Besides offering an intelligent network infrastructure with a wide range of products and services to its growing band of customers, we have proven expertise in IVR (voice & video) solutions, Premium SMS/Text, mobile marketing, interactive TV/Radio solutions and customized application developments.

We have implemented turnkey projects for Business Enterprises. Our scope of services includes:

- ❖ Solution Design
- ❖ Project Management
- ❖ Implementation (hardware & software)
- ❖ Systems integration
- ❖ Commissioning
- ❖ Technical Support (on site & remote).

Our expertise and technical knowledge along with enviable basket of products and services make EBR-I a natural choice for our clients to undertake development and implementation of customized application development & also implement packaged solutions from best of breed partners.

## Why EBR-I

**From content production , acquisition or licensing to conection and delivery to the customer, EBR Interactive offers an end-to-end personalized solution**

### EBR Interactive

Acquire, licence or create original content or provide a popular brand or entertainment.	Create a packaged offering: by employing technical, marketing and design know how.	Provide the mobile connectivity and data transfer.	Personalize the solution, and deliver.	Bills and collects fees, Handles customer care.
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- ❖ A one-stop shop for all your content needs
- ❖ An in-house content factory comprising of graphic designers and musicians to develop and produce the freshest content
- ❖ Global contacts with film and music media property owners
- ❖ Highly skilled technical team with expertise in building content services and platform
- ❖ A team of industry experts to consult and build strategies for companies to monetize on mobile

## Methodology

EBR Interactive believes that companies are differentiated based not only on the quality of the products and services they provide but on the level of commitment to the success of the project. Post sales support is an important commitment and one that EBR Interactive takes very seriously.

**Live Service** – Using our reporting capabilities, the performance of the application is monitored and evaluated on an ongoing basis to determine call accuracy, transaction completion rates, and customer satisfaction. Your system can be fined tuned based on this data, to ensure that the application delivers on all of the business objectives as identified in the Design document.

**Warranty** – Customers receive a full ninety-day warranty on all software after the cut-to-service date.

**Ongoing Support** – Our Support Specialists provide unsurpassed service 24x7 to address any service-affecting technical issues.

We support all the custom applications we develop in a variety of ways. EBR Interactive offers Annual Software Maintenance Agreements to cover our custom software applications and products. These agreements offer the following benefits:

- ❖ Priority support for urgent issues without requiring separate billing authorization.
- ❖ Free patches and "point" releases for EBR Interactive products.
- ❖ Additional maintenance fees are not incurred as enhancements are added over the term of the agreement provided the enhancements are not unusually large.

EBR-I offers two levels of maintenance agreements:

- ❖ **Standard** - This level provides for free maintenance services on weekdays, from 8a.m. - 5 p.m. (based on the time zone where the issue occurs), excluding Public holidays.
- ❖ **Premium** - This level provides for free maintenance services at any hour on any day of the week, including holidays (i.e. 24x7x365). Changes or enhancements covered by the block of hours, or issues that do not materially affect the application's

## Our Partners

As part of our ongoing commitment to providing the very best applications using the best that technology has to offer to our clients, we work with the very best in the industry.

Constantly pioneering new technologies we work with vendors to create partnerships which add value to our clients and bring real competitive advantage. Where EBR-I enjoys either ownership of the solution or a preferential distribution agreement with our partners, we will continuously work with our clients to innovate, expand and evolve these important solutions.

