

# argoscorecard

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## 3GSM World Congress 2008

3GSM World Congress, the largest and most important annual gathering for the global mobile industry will be held in Barcelona, Spain from February 11-14, 2008.

Now more than ever, mobile value chain players need to stay on top of their rapidly evolving industry. 3GSM is where the industry creates business while defining its future.



## Portfolio Company Profile



**Krishnamurty Kambhampati**  
CEO and Co-Founder



uReach Technologies, Inc. is the leading supplier of converged communications solutions for the service provider market. uReach allows carriers to economically deliver value-added services, including visual voicemail, talking email, unified messaging and one number service on a vast scale over its Converged Services Framework (CSF).

Service providers such as Verizon Communications, Bell Canada, and SaskTel rely on uReach's CSF to deliver consumer and small business messaging services. Verizon employs uReach for residential and small business messaging, while Bell Canada draws on uReach's broad feature set to deliver a suite of such small business services as auto-receptionist, virtual fax, conferencing and call screening. SaskTel has deployed CSF across all of its markets and networks, including wireless, broadband, and wireline.

uReach's CSF is delivered on Linux and Solaris open systems, and provides carrier-grade reliability and scalability. Its unique software architecture forms applications that are network transport independent and device agnostic, allowing a single platform to simultaneously operate in SIP/IP and TDM networks. CSF's application suite includes unified messaging and unified communications, small business calling and messaging applications, intelligent call manager for TV and PC environments, and voice SMS. While some carriers choose to deploy the CSF and applications in-network, others take advantage of uReach's hosted services to achieve lower initial costs.

Founded in 1998 and privately held, uReach is headquartered in Holmdel, New Jersey. uReach has 75 employees at its locations, including its integration and operations center in Andover, Massachusetts. uReach currently holds a board seat on The Messaging Industry Association (TMIA), a carrier and industry vendor group.

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# UPDATE on Portfolio Companies

## I-PLAY (ACQUIRED BY OBERON MEDIA)

I-play (Digital Bridges, Ltd.), the mobile entertainment company, announced its global launch of Freestyle Moto-X III Hardcore, the third release in the most successful FMX franchise on mobile, which has sold almost two million units to date. FMX III Hardcore was designed and developed by mobile games specialist XENDEX and belongs to the Motocross gaming franchise that industry critics say “answering the prayers” of mobile games enthusiasts.

Mobile users worldwide will soon be able to step into a secret society of assassins to discover their latent super abilities when the highly anticipated release of Universal Pictures “Wanted” arrives in the form of a groundbreaking new mobile game. The mobile entertainment company I-play has expanded its partnership with Universal Pictures Digital Platforms Group to develop and distribute a mobile game based on the film. This innovative game will feature unique character movement and gaming physics. The launch of “Wanted,” the mobile game, is planned to coincide with the worldwide theatrical release of “Wanted.”

## DIGITAL ROUTE

Digital Route announced that MediationZone® has been selected and deployed through one of Digital Route’s OEM partners as the online mediation solution for a Tier 1 mobile operator in Asia. This operator provides telecommunication services to more than 40 million subscribers. MediationZone technology mediates all operator data services in a truly convergent deployment.

## LGC WIRELESS, INC.

LGC Wireless, Inc., the leading supplier to mobile operators and Fortune 500 enterprises of in-building wireless solutions and network systems, announced that it has agreed to be acquired for \$169 million in cash and other considerations by ADC, an international leader in infrastructure equipment and professional services for broadband networks.

## NEURAL TECHNOLOGIES

Neural Technologies has signed a new contract with another US Tier 1 telecommunication operator, meaning that three of the top four Tier 1 operators in the US are now using NT’s Minotaur™ solution to fight fraud. Minotaur™ came in number one in a 12 month evaluation process and was selected for its flexibility, throughout capability and proven results achieved with NT’s existing Tier 1 clients.

## SURFKITCHEN

Buzzwire, Inc. and SurfKitchen debuted a new channel through which phone subscribers will be able to access the latest and widest worldwide array of streaming mobile media content. As market leader in on-device portal (ODP) software, SurfKitchen has added Buzzwire’s streaming mobile media service to its offerings.



## SYLANTRO SYSTEMS CORPORATION

Uniconverse, the IT services company of Hanjin Group, one of South Korea’s top 10 business groups, along with Microsoft Corporation and Sylantro Systems Corporation, announced that Uniconverse is deploying the Microsoft® Solution for Enhanced VoIP Services. The solution includes Sylantro’s leading multi-play application feature server and will provide hosted unified communications services to Hanjin Group companies, including Korean Air, as well as other South Korean enterprises and small and medium-sized businesses.

Sylantro also announced that Nuvio, a leading provider of voice over Internet Protocol (VoIP) solutions, has deployed Sylantro’s Synergy multi-play application feature server to design, deploy and manage new services. Nuvio, which is expanding its business to serve large carriers, in addition to its existing customer base of enterprises and service providers, selected the Sylantro solution for its proven, robust levels of scalability, reliability, flexibility and regulatory compliance.

## UREACH TECHNOLOGIES, INC.

uReach Technologies, Inc., a leader in enhanced communications solutions for service providers, announced that it has expanded its partnership with SpinVox, the founder and global leader of Voice-to-Screen™ messaging, to deliver voicemail in North America through SpinVox over its Converged Services Platform (CSF).

## VOLUBILL SA

VoluBill, SA, a leading supplier of real-time charging, control and monitoring applications for VoIP, data, messaging and content services, announced it has signed an agreement to purchase assets relating to the Dynamic Charging Platform (DCP) product business from Intec Telecom Systems PLC. The combination will enable VoluBill to offer an even more comprehensive “network to revenue” charging and control solution to Fixed and Mobile operators for any IP/NGN based service. This means that operators will no longer face the considerable challenge of dealing with the separation between the network and the BSS when deploying charging functions.



## WORLD WIDE PACKETS

World Wide Packets announced that the City of Clarksville, Tennessee has selected its Carrier Ethernet solution to build a city wide fiber to the home (FTTH) network for delivering a full array of business, residential and transport services. The Clarksville Department of Electricity (CDE) will use the Company’s LightningEdge® Carrier Ethernet solution to connect the City’s residents and businesses to its electrical utility, creating a true “Broadband Community” that will improve quality of life and spur economic development.

## NewsFlash

### CASERO, INC.

Casero, Inc., a leading provider of white-label and Web 2.0 products for service providers, announced the completion of its Series B funding of \$5.8 million. This round received partial funding from a new investor source, Rembrandt Venture Partners, which joined existing investors Argo Global Capital Partners, Highland Capital Partners and Casero Founders, Paul Atkinson and Kevin Kimsa. The money will enhance and expand the company's current product line, specifically upgrades to the Casero Vault Suite, including better back-up protection and significantly increased storage.

### I-PLAY (ACQUIRED BY OBERON MEDIA)

I-play (Digital Bridges, Ltd.), the mobile entertainment company, announced the global mobile launch of Slingo Quest, one of the most successful online casual games, via its worldwide network of distribution partners. Slingo Quest, the mobile game, delivers a unique and exciting combination of classic favorites, Bingo and Slots, in the puzzle genre that is so loved by mobile gamers.

I-play announced the North American and UK launch of the third game in the hugely successful mobile series of the "The Weakest Link™ 2008," based on BBC Worldwide's popular trivia quiz game television show format, which has more than three million weekly viewers in the UK and six million in the US.

mPortico announced an exclusive distribution agreement with the mobile entertainment company I-play that will deliver I-play's award winning mobile games and video content, including made-for-mobile video "Hollywood Movie Minutes" and "Win at Texas Hold Em" with Daniel Negreanu, via mPortico's EZ-XS platform. Loaded onto Kingston Technology's industry leading Flash memory cards in miniSD and microSD formats, this mobile rich content will be sold at major retail outlets to provide consumers with inexpensive and convenient access.

### DIGITAL ROUTE

Digital Route, which is expanding into the Middle East and Asia, is opening a sales office in Dubai.

### GENERAL WIRELESS

General Wireless, the global market leader in PC-to-mobile messaging, announced that a leading mobile operator has upgraded its PC-to-mobile messaging system to handle both text (SMS) and multimedia (MMS) messaging in Microsoft® Vista and Microsoft® Outlook® 2007. The new service makes it easy for any subscriber with an Internet connection to send text, pictures, sound and video from PCs to mobile phones.

### HANDMARK, INC.

Handmark, Inc., a global leader in mobile media, announced that Mr. Paul Reddick has been named its Chief Executive Officer. Mr. Reddick, a former Vice-President of Sprint Nextel, currently serves as a member of the Handmark board of directors.

### KABIRA TECHNOLOGIES, INC.

Kabira Technologies, Inc., a leader in high performance transaction processing software for global enterprises, announced the signing of an expanded strategic alliance agreement to provide Kabira applications on Bull's NovaScale® Series servers, running Linux 64-bit operating systems. This strategic alliance will both significantly increase the availability of Kabira's® market leading transaction processing solutions and leverage Bull's world class sales, service and support teams throughout Europe, Latin America, the Middle East and Africa. Kabira and Bull are expanding a successful teaming relationship which led the companies to win major accounts in Europe.

### SYLANTRO SYSTEMS CORPORATION

CTI Group, a cutting-edge VoIP applications provider and Sylantrō Systems Corporation, the leading provider of multi-play application feature servers, announced that Sylantrō is offering advanced traffic analysis reporting tools for the company's Synergy platform, including historical and real-time traffic reporting for use in businesses and call centers.

Sylantrō Systems Corporation and Incognito Software, the global leader in device provisioning solutions announced that Incognito and Sylantrō will deliver best-of-breed SIP deployment solutions for business IP phones, including Polycom®, snom®, Linksys® and Aastra®. The integrated solution includes Sylantrō's Synergy multi-play application feature server and Incognito's SIP Deployment Server™ to provide faster and more flexible provisioning of multi-vendor SIP phones for hosted services as well as enterprise and university networks.

### UREACH TECHNOLOGIES, INC.

uReach Technologies, Inc., a leader in enhanced communications solutions for service providers, announced that it has expanded the Online Voice Mail service it currently offers SaskTel business subscribers to include wireless customers, small business and residential customers. SaskTel's new online voicemail service, developed by uReach Technologies, gives voicemail customers better control over accessing and managing their voice messaging services through the secure [www.sasktel.com](http://www.sasktel.com) Website. Now users can listen to voicemail on the Web, receive it as an email attachment and even download and archive messages.

### VOLUBILL SA

VoluBill SA, a leading supplier of real-time charging, control and monitoring applications for mobile data and content services, announced that it has signed a major software deal with one of India's biggest mobile operators. The multi-million Euro deal will provide the influential mobile provider with VoluBill's market leading Charge it™ technology, a solution that offers real time "on the network" mobile data charging. As part of the agreement, VoluBill's solution has already been rolled out across India for use in supporting the mobile operator's highly successfully WAP and SMS services and going forward will be used for other high-value data services. This mobile operator is already one of the biggest names in the communications business in terms of subscriber numbers and continues to grow at an astonishingly swift pace.

VoluBill also announced a new contract with Egypt's largest GSM operator Mobinil, a subsidiary of global telecoms providers Orange—FT Group and Orascom Telecom Holding. Under the agreement's terms, VoluBill will provide Mobinil with its Charge it™ solution, a real-time data control and charging technology that will enable the mobile operator to implement sophisticated value-based charging strategies and to roll out innovative packages, bundles and promotions for its 11 million-plus customers.

### WEBRASKA MOBILE TECHNOLOGIES SA (ACQUIRED BY SANEF)

Webbraska Mobile Technologies SA and masternaut are launching GPS Navigation and Mobile Resource Management for BlackBerry smartphones. Webbraska Navigation Professional Edition® adds real-time tracking and status reporting, giving masternaut customers the ability to locate team members with GPS-enabled Blackberry smartphones. This real-time solution finds the resources closest to any location and delivers full activity reports.

## Web-Centric Operators— Everyone Can Create and Offer Mobile Services



**MOST TELECOM INDUSTRY TALK THIS PAST YEAR HAS FOCUSED ON TOPICS SUCH AS RATE SCHEMES, MOBILE BROADBAND AND NEW COMPETITION FROM APPLE AND WEB 2.0 COMPANIES. IN THE MIDST OF THIS ACTIVITY, SERVICE INITIATIVES LAUNCHED BY EUROPEAN OPERATORS HAVE LARGELY GONE UNNOTICED—BUT THEY DO REPRESENT IMPORTANT STRATEGIC MOVES? COMPANIES SUCH AS BT, ORANGE AND TELENOR HAVE OPENED UP ACCESS TO SERVICE CREATION IN A RETAIL MANNER, ENABLING DEVELOPERS AND END USERS TO CREATE AND OFFER THEIR OWN CUSTOM-MADE MOBILE SERVICES USING WEB-BASED SERVICE CREATION TOOLS.**

Through such initiatives, customers can directly access operator infrastructure and create applications without the need for deep programming knowledge or technical skills. Enablers that are designed for use with messaging servers, mobile browsers, positioning or media download servers can, for example, offer their own content, create tailor made niche applications and run customized SME/SOHO services. The host operator may also act as a nationwide service broker, providing access to other national mobile operators.

This approach is different from previous operator strategies of serving as the control point for communication, multimedia and internet services launched under the operator's portal brand. Instead of introducing own-branded services managed by internal staff or partners, operators are positioning themselves as a "smart bit pipe," facilitating external and independent service creation and usage through Web 2.0 technology.

There are many reasons why operators go "Web-centric." Firstly, their expectation of tapping new revenue streams justifies investments in the necessary software, billing solutions and marketing. Examples from e-commerce players such as Amazon or Apple iTunes show that a high share of revenue comes from the sum of multiple products that each sell in small volumes, the so-called "long tail" effect. Telecom operators may experience similar phenomena with their service sales. Core services such as voice, SMS and basic data will still generate the lion's share of revenue. Additional income will be generated, for example, by a second service group, including third-party branded offerings for messaging, media or navigation. A third category, or "long tail" revenue, would come from a large number of niche services created by customers using operator enablers, but with little operator involvement in service creation.

Secondly, mobile operators see the potential of Web-centric service creation for differentiating their offerings and reducing costs. A large number of tailor made niche services can be created with relatively little operator involvement or investment; in contrast to operators taking a lead role in the development of personalized carrier-grade services.

Thirdly, a new type of competition is one reason behind the Web-centric approach. With the rise of mobile internet and social communities, many operators perceive companies such as Google, Yahoo or MySpace as competitors more than partners. The success of the iPhone and its potential for browser based third-party services is another potential threat that may reduce operator value chain positions. Giving end users the possibility of mobile service creation and distribution is thus a logical step in achieving operator service differentiation goals.

Although the business potential of this new service creation approach is yet to be proven, "long tail" revenue prospects are exciting. Opening up access to service enablers in which operators have invested over the past few years could boost use of both service platforms and networks. Smart "enabler marketing" will once again demonstrate that operator business models, customer relationships and expertise are still critical when it comes to easy-to-use, affordable and widely available mobile services.

**ARNDT MITWER**  
MANAGER  
INCODE TELECOM GROUP, INC.

## Upcoming Events

**3GSM WORLD CONGRESS 2008**  
February 11 - 14, 2008  
Barcelona  
Spain

**CTIA WIRELESS 2008**  
April 1 - 3, 2008  
Las Vegas, NV  
USA

**ARGO GLOBAL CAPITAL ANNUAL MEETING**  
April 23, 2008  
Boston, MA  
USA

**GLOBAL MESSAGING 2008**  
May 8 - 9, 2008  
Cannes  
France

**NXT COMM 2008**  
June 16 - 19, 2008  
Las Vegas, NV  
USA



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