



Helix Reporting Solution



The Helix Reporting Solution enables mobile operators to make the most of the Helix Messaging and WAP Gateways. Our comprehensive reporting system is designed to deliver clear, timely reporting and analysis for a view into how your service is running, analysis of traffic and usage patterns, as well as customer satisfaction factors.

The Opportunity

In many cases today, the data between mobile networks and the Internet goes through various channels: short messages go through the SMSC or messaging gateway, multimedia messages go through the MMSC or messaging gateway, browsing traffic goes through the WAP gateway, streaming can go through a streaming proxy, and other data may go directly to the Internet. To add to the complexity, there are often additional gateways and proxies for different use-cases such as using one WAP gateway for browsing and another for MMS. These complex and varied systems can result in information that is scattered around the network.

The Helix Reporting Solution from RealNetworks provides mobile operators – and their value-added service providers – with a singular system that can capture, analyze, and illustrate valuable information related to Helix WAP and Messaging Gateway usage

and performance. Promotions and programs using messaging and WAP technology offer mobile operators the opportunity for added customer and marketing revenues. In order to operate these programs at the highest levels of service and success, operators can benefit from the timely, accurate reporting and analysis that Real provides. In addition, the Helix Reporting Solution offers a limited reporting view for third-party service providers. This option can help streamline programs by increasing performance knowledge for the service provider while lessening the amount of communication work for the operator.

The Solution

Featuring an easy Web-based user interface and a secure login, the Helix Reporting Solution offers a comprehensive view of the activity and performance of the Helix WAP and Messaging Gateway systems. The solution captures information from disparate areas of

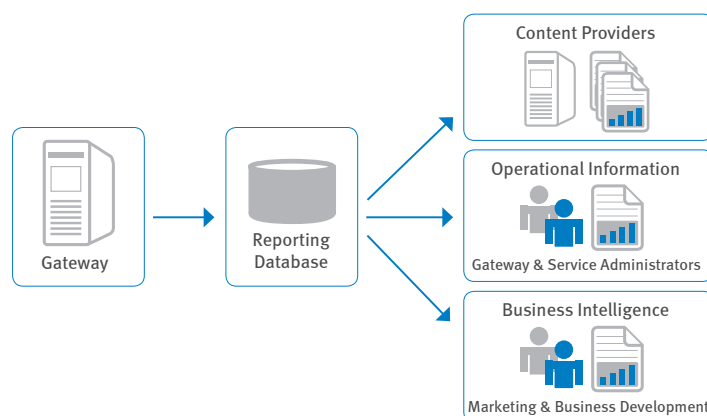
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the network to provide timely, comprehensive reporting. In order to maximize knowledge and performance, mobile operators can choose to share reports with their third-party service providers. The main reporting categories are summarized below.

- **Business Analysis**
Historical information on message traffic, usage, top sites, etc.
- **Quality of Service Analysis**
Service availability, response times, throughput; error types and incidents for identifying why certain services increase calls to customer care and whether the issue is temporary or long-term
- **Customer Care View**
A useful interface for viewing transaction details from specific phone numbers during a specific period, e.g. accessed URL, service response, transaction status, etc.

How It Works

The Helix Reporting Solution offers information and analysis that will benefit many areas of business for the operator and their service providers. Reporting covers performance and usage information that will be helpful to groups such as marketing and business development, service and operations administrators, content providers and ultimately, the subscribers.



The Helix Reporting Solution offers specialized reports for both WAP and Messaging Gateways. All report data can be exported to Excel for further analysis and specialized reporting.

WAP Gateway Reporting

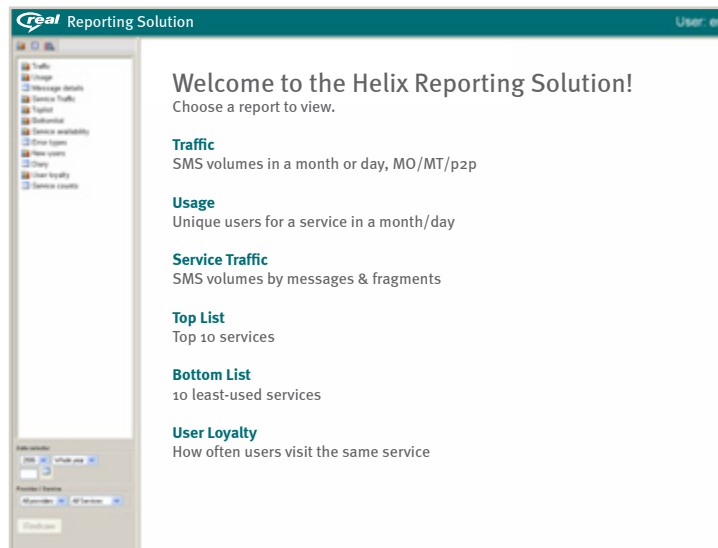
- Top services report
- Top user agents or devices
- Top content types
- Top hosts
- Service quality
- Transactions (total, by user agents, by service)
- Total data amount
- Cumulative users
- Most frequent error types
- Customer Care Interface

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Messaging Gateway Reporting

The reports for the Helix Messaging Gateways cover peer-to-peer (P2P) and value-added services (VAS).

- Traffic (annual, monthly)
- Service traffic (VAS only)
- Top 10 services
- Reporting per service: new users, user traffic, user loyalty



The Real Difference

For over ten years, RealNetworks has provided products and services that make digital entertainment more accessible for consumers. The Helix Reporting Solutions for WAP and Messaging Gateways helps mobile operators to keep a timely view on their value-added services and programs. Meet the demands of today's mobile internet by enhancing the performance and success of your WAP and Messaging systems with comprehensive reporting from RealNetworks.

Contact Us

For more information, please contact helix@real.com.