



START
ENTERPRISE
LEADING THE WIRELESS ENTERPRISE REVOLUTION

START ENTERPRISE

ENTERPRISE MESSAGING
AND MOBILE VAS

START ENTERPRISE-PART OF THE GOEL GROUP

The Goel family, a well established name in Indian industries, began with a logistics business in 1963, which was the erstwhile flagship company of the group. Since then, it has diversified into various industries over the years.

1. SER Industries Ltd.
2. South Eastern Roadways & Road Transport Corporation.
3. SER Logistics Pvt.Ltd.
4. N.G.Cargocare Ltd.
5. Nandanvan Roadways.
6. Haryana Steel & Alloys.
7. Ramanagara Khandsari & Sugar Allied Products Ltd.
8. Madiwala Charitable Trust
9. Chabildas Memorial Foundation.

Beginning in 2002, the Goel family has capitalized on its entrepreneurial spirit and founded six other self-funded companies to cater to specific markets:

1. Cellent Technologies India Pvt. Ltd
2. Start Enterprise Pvt. Ltd
3. iKen Solutions
4. Vantage Services
5. Jaa Collective
6. Ocean Plus



Goel Holdings is located at Mittal Chambers, Nariman Point, one of India's and Mumbai's premier business districts.



ABOUT START ENTERPRISE

- Start, along with its sister company, Cellent Technologies, is a global service provider offering **mobile marketing and communication solutions** through SMS and value added service (VAS) solutions for enterprises and MNCs in every industry across the globe.
- Over the last 12 years, we have helped several global organizations, both big and small, **deploy effective mobile based marketing campaigns** as well as **facilitate robust communication with clients and internal stakeholders**.
- Why us?
 - Unrivaled 24x7 dedicated support services team
 - Robust, customizable, user friendly system-all developed in-house from scratch
 - Multiple interfaces and customizable solutions to suit your messaging needs
 - Strong relationships with leading global carriers and global mobile operator connectivity
 - High global throughput with real time delivery reports
 - Processed billions of messages for over 400 clients since inception

START ENTERPRISE MESSAGING PLATFORM AND OTHER PRODUCTS

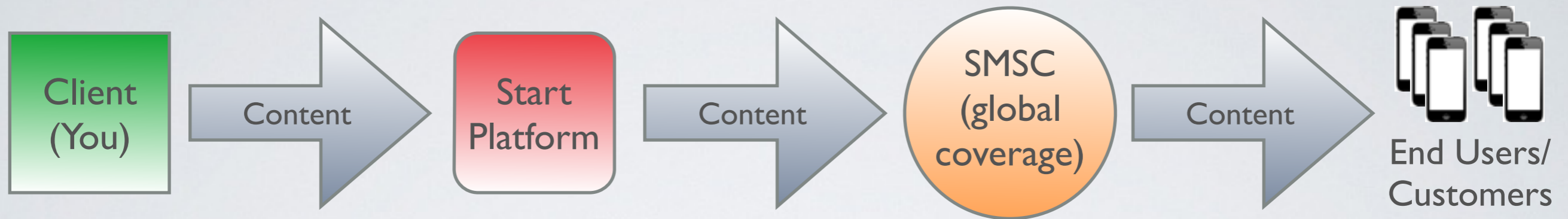
- Our core messaging system provides the ability to seamlessly send single or bulk messages in multiple formats to customers via our plug and play system in a rapid and cost effective manner.
- Additionally, using a combination of other products and services mentioned below, this system can be deployed for **Lead Generation, Staff/Operations Team communication**, and other **two way communication** between customers and the company.

Products and Services
Enterprise Messaging-Pull & Push
Long Codes/Virtual Numbers - 10 digit number for inbound SMS
Short Codes-five digit number for inbound SMS
Missed Call Alerts (MCA)
Voice Broadcasting (OBD/IVR)
Emails-transactional
Customized Applications and Solutions

Connectivity Options (to Start System)	Message Types (Dynamic Sender ID)
SMPP Protocol	Text
HTTP API	Unicode
Web Interface	Binary / WAP
Desktop Interface	Text Long Messages
Excel Plug-in	Unicode Long Messages
DLL	Flash Messages

PUSH / ONE WAY MESSAGES

From you to your customers



Examples of Content / Types of Messages

To Investors

- Transaction Alerts / Daily NAV's / Dividend Alerts
- Account Balances and Portfolio Statements
- Stock market information and trading confirmations
- KYC status and reminders for document submissions
- SIP reminders
- Fraud prevention and alerts
- One time passwords
- Opt-in marketing and promotions

To Agents / Distributors

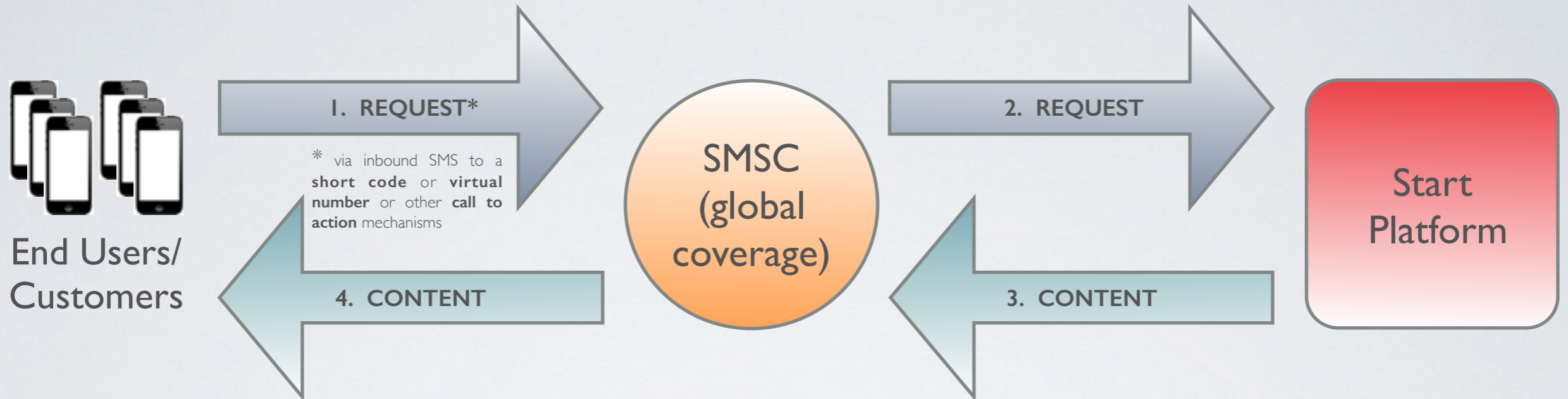
- New funds and offers
- Changes in commissions or incentives to push specific funds.
- Informational messages for specific events held

Benefits

- **Quick distribution** of time-sensitive information to a single person or multiple people, **anywhere across the world.**
- **Enhanced relationship management** through regular and timely communication without the need for additional staff.
- **Cost savings** compared to other communication channels.

PULL / TWO WAY MESSAGING

Real time mobile interaction between you and your customers



Examples of Content / Types of Messages

Through the use of **short codes, virtual numbers/long codes, missed call alerts**, or other call to action mechanisms, you can enable your customers to request addition information such as:

- Account balances or mini statement inquiries
- Latest NAVs
- Portfolio Value
- Initiate new transactions via SMS
- Branch office hours

Benefits

- Two way SMS interaction is much **faster** than the traditional phone banking option.
- **Increase customer retention** and loyalty through these value added services.
- **Save costs** in customer communication- reduce the need for phone banking officers to provide routine information

RELIANCE LIFE INSURANCE - CUSTOMIZED SOLUTIONS

The Requirement

RLIC wanted an **automated enterprise messaging platform** integrated into their systems with the ability to create multiple user accounts for various departments. This system was required for communicating:

- Policy expirations & renewals
- Application alerts
- Payment receipts and overdue payments
- Enhanced relationship management through birthday/anniversary wishes and constant communication
- Promotional marketing campaigns

The Solution

1. Start deployed an **Application Plugin** with a **scheduling system** that:
 - Allows RLIC to **configure multiple rules** for different policies
 - Fetches data from third-party databases
 - Auto composes messages with customizations such as policy holder's name, policy information, etc. (rules can be customized as per requirements)
 - Enables RLIC to automatically send a birthday/anniversary message to its customers on the specified day/time
 - Provides a **single access point** for all promotional or transactional traffic and critical / non-critical traffic with multiple queue mechanisms
2. Deployed an **intranet web application** for internal users, which allows them to:
 - Have a master corporate admin account with the ability to **create and manage multiple users** with different access levels
 - Tag any messages sent and map to individual departments
 - **Enhanced Reporting Dashboard**
 - Provide **real time centralized reporting** for all accounts/departments and interfaces through which messages have been sent (API, desktop application, web interface etc.)
 - Encrypt SMS's sent

Products Used

1. Enterprise Messaging System-Push
2. Customized Applications

EMIRATES AIRLINES - CUSTOMIZED SOLUTIONS



The Requirement

Emirates Airlines needed an **enterprise messaging system** for customer communication and to enhance their operations through instant, real time internal communication.

The Solution

Start deployed an three phase messaging platform for all **internal and external communication**.

1. Phase 1 - Core Enterprise Messaging solution: Emirates uses this to relay **time critical flight information** and status updates across the world. The system is fully integrated with the airline's systems through SMPP, interacts with the internal DB's, and provides real time delivery reports.
2. Phase 2 - Inbound Communication: By deploying local short codes within the UAE, the airline's customers are able to send messages to the relevant individuals within the organization for effective communication.
3. Phase 3 - Global Two-Way Communication: We deployed a **global virtual number** integrated into our enterprise platform, which is used to **send critical operational messages** to the management team who can immediately respond via SMS for **instant two way communication**. Operational response time is expedited and streamlined through the use of this system.

Customer Feedback System - through the use of short codes and virtual numbers, our system enabled the airlines to receive feedback/comments/complaints from customers across the world. For example, if an individual had a bad travel experience, he/she can immediately send an SMS to the VP of Global Customer Service for further action.

Products Used

1. Enterprise Messaging System-Push & Pull
2. Short Codes
3. Long Codes/Virtual Numbers
4. Customized Applications

BIRLA SUN LIFE - CUSTOMIZED SOLUTIONS



The Requirement

Generate leads for the insurance company's investment products and put their agents in touch with these leads to schedule one to one meetings for the pitch.

The Solution

Lead Generation

- Start executed SMS campaigns to generate 'hot leads' across various cities in India using in-house databases.
- We included a '**Call To Action**' (CTA) using a **Missed Call Alert** number which the prospective client could call free of charge to indicate his or her interest. An **automated response** was sent to each respondent to acknowledge the call.
- For those individuals who responded but did not answer their phones when called, we sent a **follow up SMS** on the next day with the number that would be calling them. This SMS was key as it **increased the number of calls answered by approximately 13%**

Operational Communication

Start **developed** an **in-house CRM with integrated messaging** for one of Birla's call centers. Using this system, the call center agents can **automatically trigger SMS's** to the prospective leads for appointment confirmations and reminders, verify address and appointment day/time, and provide an easy way to reschedule meetings through missed call alerts and SMS's

Products Used

1. Enterprise Messaging System-Push
2. Missed Call Alert Numbers
3. Customized Applications

PICK2WIN CUSTOMER ENGAGEMENT-CUSTOMIZED SOLUTIONS

The Requirement

Attract new customers for a local pizza restaurant in South Mumbai and help **grow** their **opt-in database**

The Solution

- Start worked with the local restaurant and designed a SMS based contest with free giveaways and discounts. A new contest would run before a specific cricket match and potential customers were asked to respond by giving a missed call to a specified number
- Based on the response and the result of the match, each respondent would receive his or her offers after the end of the match.
- The campaigns resulted in an overall increase of 23% in the local restaurants user base.

Products Used

1. Enterprise Messaging System-Push
2. Missed Call Alert Numbers
3. Customized Applications