

dharmah

- Where Creativity Is Religion

Corporate Profile

Telecommunications: Value Added Services

Corporate Profile

Brief Overview:

At dharmah.h – Innovation is a way of life. dharmah.h is “*Where Creativity Is Religion*”.

Our tread through years in technology, technological evolution, implementation of technology in various different scenarios and creation of value based business models has seasoned our approach to **Value Creation**.

With a past and present experience of working on a whole gamut of varied projects for Large Fortune 100 Corporations to small organizations, Government Projects to Private Organization Projects, deploying, designing various revolutionary solutions in varied environments and partnering in Value Creation; we are proud to have a valuable base of Partners who have continuously provided repeat businesses and also partnered in our continuous growth.

dharmah.h is expanding its horizons overseas and is coming up with International Presence through its Solution Partners in US and UAE.

We have a gamut of our own flagship products which are marketed in India and overseas. Our dedicated Product Development Team is constantly at work engineering and creating newer and Revolutionary Products.

We have recently delved into the Mobile Segment – as Value Added Service Providers for various evolving and Revolutionary Developments in Data, Voice and SMS Based Applications. We have Servers located in Miami, Florida and housed at our Office Premises for maintenance of large databases and other Services.

Our Service Gamut

We use Creative Approach to provide Value Based Services. Below listed is our gamut of Services based on the Functional Area.

- a) Desktop and Web Based Application Development
- b) Mobile Application Development
- c) SMS Application Development
- d) Network Services – including Security and Server Management Services
- e) Graphic Designing, Presentation, Website Development, Brand Designing, Print Media, 3 D Modeling and Virtual Walkthroughs
- f) Web Server Hosting, Database Management, Web Promotion and Domain Services
- g) dharmah.h – Native Product Gamut for various Industry
- h) Upcoming Software as a Service (SAAS) Models

Highlighted Service Area: Telecommunications: Value Added Services

VAS Delivery Platform:

Subscription based model (With Pull Support):

We have developed Content Delivery Systems for managing VAS Subscription Based Services. Our model supports both PULL and PUSH based SMS's Service – where a user is uni-directionally pushed content and / or the user can interactively PULL/Request for content on a Subscription Service.

The Billing Models which are supported are:

- a) Day Based Billing
(Example: Re.1 per day for every Push and Re.1 for every Pull)
- b) Monthly Billing
(Example: Rs.30/- or Rs.50/- per month for a Group of Services)

To enable deduction of such billing amounts – we send MT SMS's on specific URL's pre-configured at the Telecommunication Service Providers end for Billing at Rs.x.

We support Bulk Relays on HTTP/SMPP Protocol.

To enable transparency and control to the Telecom Service Providers – we have integrated a Complete Dashboard which would be remotely accessible by the Telecom Service Providers. The Dashboard can be integrated into the CSR's CRM System as well as accessed by the Tech Support Department and the Marketing Department for Real-time Data Delivery and Customer Issue Resolutions.

The Dashboard consists of:

- a) **MIS Reporting** – of Daily Relays, Pull Content, Subscription and Unsubscriptions (with Source), Trend Analysis, etc.
- b) **Active / Inactive Base Download** – useful for filtering Active Base before running a OBD
- c) **Customer Service Helpdesk Integration** – where the Users from the Call Center can view details based on a No. as well as Activate / Deactivate Services for a specific No. from their terminal with automated Welcome and Congratulations SMS's.
- d) **Error Reporting** – Where you can download a List of all error messages with Timestamp, Message Content, Mobile No. and Error Message Sent for further analysis.
- e) **Bulk Activation / Deactivation** - Text, CSV or XML Files can be uploaded for Bulk Activations and Deactivations resulting out of daily based subscription churn reports.
- f) **Content Analysis** – Which provides a historical list of Content which has been relayed on the System – for Content Quality Audits.

SMS Help Desk Integration Service / Query Based Service:

This is a Manual Query Based System – which gets integrated into the CSR Helpdesk. Customers can type in a query and send an SMS – to a Short Code – and the CSR Team can reply to the same. This can assist in decreasing call volumes and provide audits on Customer Queries and assist in handling Query Management. Template Based Response System can also be set in place – to provide pre-structured replies to customers.

This can be used in varied purposes – and has a dynamic real-time CSR Agent based distribution enabled – which auto locks a Query – and allocates it to the first available CSR Agent. The CSR Agent has the flexibility of replying or transferring it to another agent or even escalating the Query. The Query can be converted into mailers – and can be e-mailed to different mail ID's if so be the needed.

Custom VAS Development:

Above stated are some 'Ready to Deploy' Solutions. Besides this, we have a dynamic Product Development Team – who can develop and deliver any Custom Requirement or a VAS Idea.

Our R&D Team is working on USSD and LBS Services for VAS.

We also have a Mobile Application Development Division. We develop custom I-Phone, android, Java Enabled Phone Based Applications. We are also looking at Web Enabled VAS – and Content Delivery – with GPS and LBS built in support – like Store Locators, Social Networking, etc.

We are planning to device a Telecom Operator Brand-able Mobile Application – with a unified platform to various Service and Websites including in-built IM Support, Mail Support, etc.

Future Development on Mobile and SMS:

Products under R& D:

- a) SMS BLOGGING
- b) Telecom Service Provider Brand-able Application for GPRS and Internet Connectivity on Device including – M-Blogging, XML Reader / Feed and so on.

We are open to developing custom solution based on your environment and Technological needs.

Content Provider

Why should you choose us as your Content Provider?

We have expertise in sourcing and content development. All content so sourced is doubly checked and verified for erroneous data. Intrinsic importance is paid to legalities and Copyrights Issues. All the content so sourced and provided is assured to be of industrial standard with a Mass Appeal and relevance. Our expertise lie in providing content with length (Word / Character) based constraints.

We also have past and present experience and are providing content to accredited corporations. We have been providing smart, slick, researched, factually correct as well as daily humor based content to vendors.

Our Content Development Methodology:

- a) Analyze the Target Market
- b) Understand Regional Preferences and liking
- c) Research Content
- d) Evaluate Legalities and Copyright Issues
- e) Evaluate Religion based Belief's, Communal, Brand Based Comments
- f) Restructure and compile Content to make it smarter, slicker and apt for the target market
- g) Re-Check generated contents
- h) Maintain a Structured Database of Historic Contents which we generate

Our Areas of Partnering:

We look forward to partnering in providing contents for SMS enabled Services.



We look forward to our collaborative partnering together in developing Mobile Solutions for the Future.

For further details, please feel free to contact:

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