

Social Media

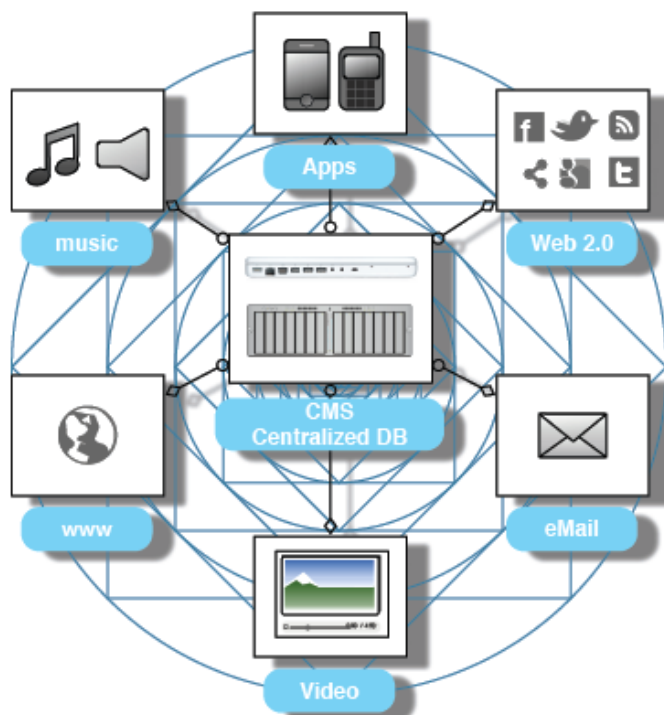
Social Media Foundation and Architecture

Web2.0, mobile and apps - we make it happen

The digital landscape is ever-changing and its evolution demands agility and endurance of those who wish to harness its potential. With the availability of multiple channels and mobile devices, the Social Media platform lives up to this fluid and dynamic persona. Businesses that wish to leverage Social Media need a finger on the pulse of digital technology in order to maximize opportunities. To help our clients do just that, we have developed both an approach and an architectural framework to help businesses keep abreast with digital trends.



Social Media



Cybercom's approach for integrating a multitude of platforms, technologies and media channels is unique. Our architectures is built upon open source technology which also provides a competitive pricing apart from excellent performance.

As the technology and innovation paste on the Internet is moving in light speed, Cybercom's general and generic modeling technique and module based methodology keeps the architecture flexible and agile.

We know mobile. We don't mean to brag, but we have been working in the telecom and mobile industry developing solutions for the biggest players in the business for more than a 15 years. We understand your challenges and how to maneuver around them.

Great user experience is the driving force drives both the design team as well as our engineers. Therefore the integration between music, video, mobile, chat, forums, and browser is performed in a seamless way to make the user journey excellent.

Customer benefits include:

Dialogue

Create a dialogue with your users and enable communication between them

Visibility

Create a multi channel on-line presence

Conversion

Use the latest media trends for user conversion and grow market shares

Loyalty

Engage your customers to increase consumer loyalty

Brand

Strengthen your brand value by keeping up-to date with the latest trends

Action

Minimize time to market with Cybercom know-how and best practices

More:

Cybercom's offer includes a competitive pricing model using experienced offshore teams and proven project set-up using agile methodology

Cybercom has also endorsed a number of Open Source platforms, which have been implemented to run in large enterprise environments

Social Media

Cybercom's Social Media Foundation and Architecture is a fresh approach to meet our clients and to offer a much broader approach than traditional offerings. It does not only include the technical expertise to make apps, web 2.0 and mobile interact and work smoothly, it also includes world class UX and design, a dedicated support organization based on ITIL Best Practice as well as hosting.

Complete offer includes:

Ready-to-Use Social Media architecture and approach
Minimize time-to-market using reusable components

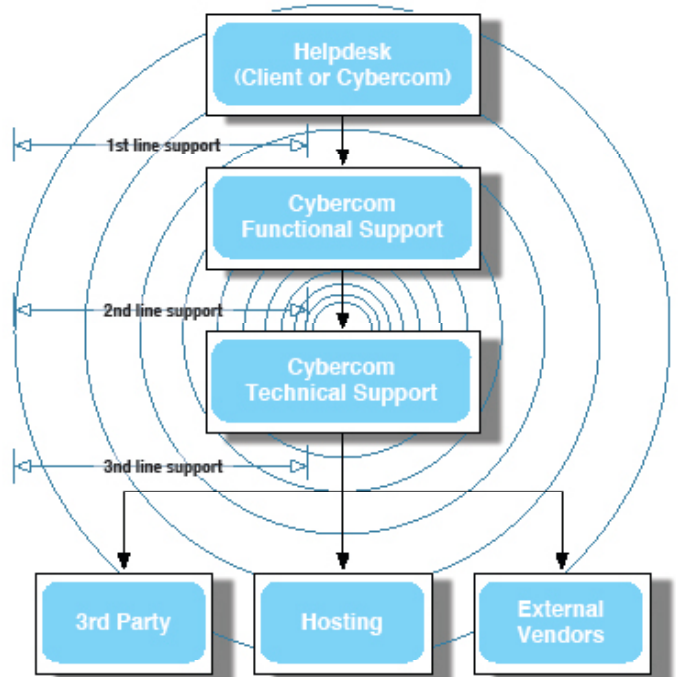
Experienced creative team and business developers
Helps convert your ideas/concepts into true services

World Class User Experience Team
Engage the user through crisp and intuitive design

Efficient Application Management
Keeps your service running smoothly and updated

Dedicated Service Organization
We are there to support all aspects of the service

Secure Hosting
Rest assured that your service is secure and available



Cybercom uses ITIL Best Practice recommended approach for the all support organization, meaning a set-up with 1st, 2nd and 3rd line support which is adjusted to fit into the customer organization.

1st line support is the first contact customers have with the support organisation. It can either be integrated with the clients own helpdesk or it can be managed by Cybercom.

2nd line support is the second level in the hierarchy of support groups involved in the resolution of Incidents and investigations of problems. 2nd line support is responsible for making sure all calls are taken care of and worked on until closure.

3rd line support is the third level in the hierarchy of support groups involved in the resolution of Incidents and investigations of problems. 3rd line support coordinates with 3rd party, hosting and external vendors.

Cybercom support services can be available 24x7.



Social Media

Example Scenario: Social Media Platform

Customer A wanted to create a social media platform focusing on sports in the local language (not English). The idea was not only to differentiate themselves from the competitors, but also to establish themselves as a key player in technology and communications. Using Cybercom's Social Media foundation and architecture, the Sports Center kept time-to-market to a minimum while simultaneously broadcasting on multiple technology platforms. This was achieved by centralizing information and by making the portal available on PCs, low-end mobile handsets and smart phone applications running on various operating systems (Apple, Android, Windows). In return, the size of the audience grew rapidly and mobile internet use became an integral part of customers' day-to-day lives.

Another key benefit attained through this initiative is that end-users increasingly used other services offered by their service provider resulting in greater confidence in the operator and increased customer loyalty. It also allowed Customer A to regain its market share over an important market segment and the brand was thereafter perceived to be both creative and trendy.

Example Scenario: Sales Portal

Customer B had a vision to ease pressures on its sales force by creating a centralized database containing both resellers' contacts as well as orders. However limited or slow accessibility to the Internet was a major concern that threatened the effectiveness of the database. With Cybercom's Social Media foundation and architecture, a smart phone application was designed to store the database's information locally. Data could be synced to the centralized system whenever required. Thereafter the sales portal functioned as a communication system that allowed management to communicate to the staff more efficiently. Colleagues could also use the forum medium to exchange information and experiences. The portal also allowed for real-time sales reports to be created on-the-go. These could be viewed on the various dashboards of mobile devices.

A similar set-up was later created to allow resellers to order both merchandise and point-of-sales material.



About Cybercom

The Cybercom Group is a high-tech consultancy that offers global sourcing for end-to-end solutions.

The Group established itself as a world-class supplier in telecom management, security, Internet and mobile services, as well as embedded systems. Thanks to its extensive industry and operations experience, Cybercom offers strategic and technological expertise to these markets: telecom, industry, media, public sector, retail, and banking and financial services.

The Group employs about 1800 persons and runs projects worldwide. Cybercom has 25 offices in 10 countries. Since 1999, Cybercom's share has been quoted on the NASDAQ OMX Nordic Exchange. The company was launched in 1995.

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