

# REPORTING AND STATISTICS

INFORMATION AT YOUR FINGERTIPS

Ericsson IPX is a leading aggregator in the mobile space, offering global connections for messaging and payments.

Ericsson IPX's Reporting and Statistics Tool, built on Business Intelligence (BI) technology, enables our customers to access valuable market statistics using a simple and flexible web interface.

The dashboard displays a summary of your recent service trends and its design and graphical user interface provide information in an accessible way, making it easy to drill down for further analysis of your data. The tool makes it easy to spot trends and traffic patterns using the simple and flexible interface. You can view pre-configured reports, such as subscriber information and messaging, short-codes and failed transactions so now all the information you need is at your fingertips.



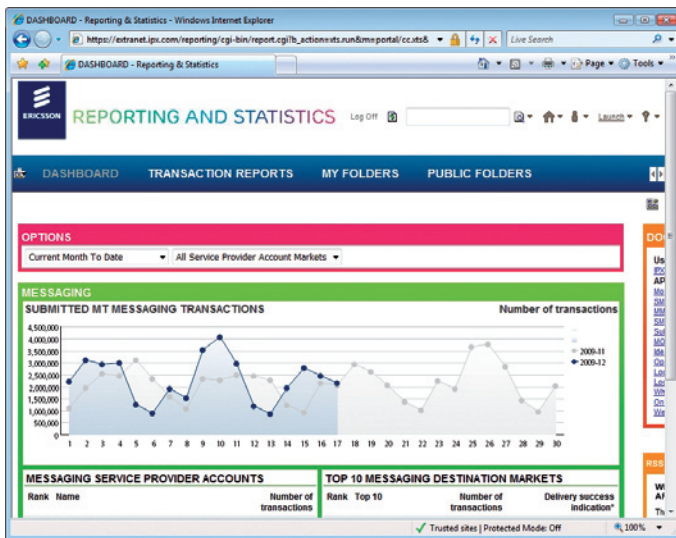
## WORKING FOR YOU

**Relevant, accurate and up-to-date data** – whether you are using Ericsson IPX services in just one or across several markets, the tool will always provide you with the information you require in a format which can be easily exported as Excel or PDF files.

**Accurate and timely information for campaign management** – see how your campaigns are performing in near real-time or view your traffic from a yearly, monthly or daily perspective. Additionally the tool enables you to easily compare traffic on a month-by-month or year-by-year basis.

**Spot trends and analyze traffic patterns** – using the tool you can spot trends in the market and analyze traffic patterns. This enables you to tailor your campaigns in real-time and make them more relevant and successful.

**Usability and flexibility** – the tool has been designed from the ground up to be both easy-to-use and flexible. It includes a number of pre-configured reports.



The Reporting and Statistics tool enables you to access pre-configured reports, such as subscriber information and messaging, short-codes and failed transactions.

## FAST AND SIMPLE

**The Payment and Subscriber Information Report** will show you all payment and subscriber-related transactions, such as premium subscription events, online mobile payment and location look-ups, split per traffic type or per country.

**The Messaging Report** provides you with an update of your messaging traffic volumes. For each of your individual messaging campaigns you can select by destination market and see their specific delivery ratios.

**The Short-Code Report** presents a view of your traffic profile for each individual short-code. See which short-codes are generating traffic and whether your marketing campaigns are successful.

**The Failed Transactions Report** allows you to drill down and view transactions which were not successfully delivered or charged. These are grouped per error code which will make it easy for you to quickly make changes as required.

We know that timely and reliable information about your campaigns and distribution of messages is central to your ability to make sound business decisions. So the statistics we provide are reliable, accurate and in real-time, enabling you tailor your campaigns and maximize customer satisfaction.