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Executive Summary

Omnego's enterprise mobile platform implements a white-label app platform allowing a business to easily deliver advanced mobile marketing, loyalty, wallet and many other mobile engagement features. Businesses can deliver ongoing relevant mobile content creating a convenient, captivating and interactive experience for their consumers.

Using Omnego's enterprise mobile platform, businesses can integrate their mobile sites and other mobile web content into a branded mobile app to interact with their customers in the mobile channel, while also being able to:

- Issue mobile cards, coupons, tickets, invoices and statements using their existing databases and systems to engage with customers via their branded mobile app.
- Implement a loyalty punch card program to increase visit frequency while rewarding customers for their loyalty.
- Issue mobile coupons and offers through QR codes, SMS, Email, Web, Facebook and Twitter using their existing targeted databases to extend reach to customers.
- Provide wallet functionality for customers to store and manage all their mobile items (cards, coupons, etc.) issued by the business.
- Make coupons and offers viral by providing customers the ability to share them with their social network using Facebook, Twitter, Email, SMS or from one mobile app direct to another mobile app.
- Publish banner ads to their branded mobile app or any mobile card (e.g. Loyalty, Gift, ID/Membership or Payment cards) to promote to customers while engaged with the app.

Channel partners (e.g. Loyalty and Direct marketers, Card Industry, Payment processors, Travel aggregators, Telco's, Banks and Utility companies) can leverage Omnego's mobile platform to evolve their business with the most advanced mobile engagement strategies.



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