

# Omnego™

*The Mobile App Platform  
Empowering Mobile Engagements.*

## How do you Strategically Evolve your Business to Mobile?



# Today's Mobile Landscape

- Many businesses are optimizing websites for the mobile channel
- Many businesses have developed expensive mobile apps to extend their brands on consumers' smartphone
- Email and SMS are used to deliver mobile coupons, offers, tickets and gift cards
- Mobile Ad networks are expensive and not targeted
- Integration to social media is becoming more commonplace
- Many single purpose mobile apps for consumers
- Starbucks have been the leader with their mobile payment approach
- NFC is making a charge and supported by Google & Isis

# Omnego's Value Proposition

A White-Label Enterprise platform to implement a  
***Branded App***  
delivering  
***Advanced Mobile Marketing, Engagement & Loyalty***

Configure • Integrate • Deliver

# White-Label Mobile App Capabilities

- Provide access to your mobile website & content
- Provides wallet functions that stores digital cards, tickets, coupons, invoices, receipts, and more
- Can access mobile web content by scanning 1D or 2D barcodes
- Stores offers/coupons from Web, Email, Facebook, Twitter, QR code and SMS campaigns
- Shares offers/coupons via Facebook, Twitter, Email and SMS
- Implements location based services
- Implements mobile advertising banners
- Receives mobile messages, alerts and notifications



**Omnego™**

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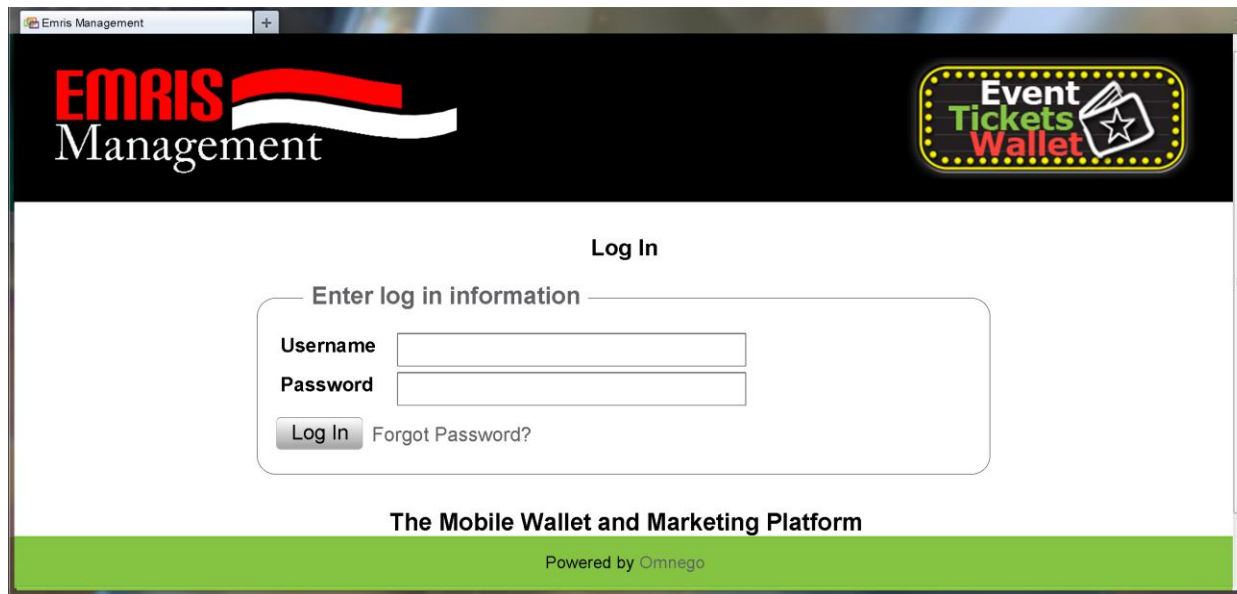
# Enterprise Portal Capabilities

***An enterprise platform for businesses to establish an on-going dynamic engagement with consumers in the mobile channel.***

- Issues and manages personalized digital cards with credentials OTA (Gift/Loyalty/Membership/ID/Credit/Debit/Prepaid)
- Issues and manages digital Offers & Coupons
- Issues loyalty “Punch” cards
- Issues digital Invoice/Statement notifications with In-app payment with receipt
- Publish digital coupons to be accessed via QR code/Facebook/Email/Web/SMS
- Publish mobile ads on any digital cards in your mobile wallet app
- Configures access to mobile web application/content from a mobile wallet app
- Configures location based services for any functions in your mobile wallet app
- Provide mobile payments for gift cards, credit or debit via barcode and NFC\*
- Ability to define menu function buttons and associated mobile web content
- Provides access to usage data of mobile wallet and content within wallet

\* Will be available when a critical mass of major mobile device platforms support NFC

# Branded Enterprise Portal Function Summary



## **Create and Manage Content:**

- Card Programs
- Coupons and Offers Programs
- Issue Invoices & Statements
- Issue Tickets
- Banner Ads & Messages
- Manage Menu Functions & Mobile Web
- QR code campaigns
- View Usage Reports
- View Billing Reports
- Manage users and roles
- Manage batch cards & coupons distribution
- Manage multiple Issuers

# Solution Offering

An Enterprise platform that implements a  
***Branded App*** that integrates to  
***Your Mobile Web*** assets, delivering  
***Advanced Mobile Marketing, Loyalty and Wallet***  
Features

Configure • Integrate • Deliver

# Mobile Engagement Model

## BUSINESS PLATFORMS

Mobile Web Platform

Social Media Platforms  
(Facebook/ Twitter)

Email/SMS Marketing Platforms

CRM & Analytics

Loyalty & Membership Programs

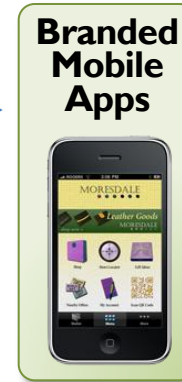
Campaign Management

Coupons/Promotions/ Contests

Financial Card Processing

Billing Systems

Document & Statement Issuance Systems



Issue a Mobile Card, Ticket, Notification or Coupon to engage consumers in mobile channel



# Mobile Engagement Model

## BUSINESS PLATFORMS

Mobile Web Platform

Social Media Platforms (Facebook/Twitter)

Email/SMS Marketing Platforms

CRM & Analytics

Loyalty & Membership Programs

Campaign Management

Coupons/Promotions/Contests

Financial Card Processing

Billing Systems

Document & Statement Issuance Systems



Branded Enterprise Mobile Platform



Wireless Networks (Mobile/Internet)

Branded Mobile Apps



Consumers can engage directly with the Business mobile web applications/content



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# Mobile Engagement Model

## BUSINESS PLATFORMS

- Mobile Web Platform
- Social Media Platforms (Facebook/ Twitter)
- Email/SMS Marketing Platforms
- CRM & Analytics
- Loyalty & Membership Programs
- Campaign Management
- Coupons/Promotions/ Contests
- Financial Card Processing
- Billing Systems
- Document & Statement Issuance Systems

Branded Enterprise Mobile Platform



Wireless Networks (Mobile/Internet)



Branded Mobile Apps



Businesses can continue a dynamic engagement with consumers in mobile channel

# What can Omnego Deliver?

## ➤ **Increase Customer Acquisition**

- Use of QR codes for easy enrolment to loyalty programs
- Use of mobile cards, coupons, loyalty punch card/Earned rewards and tickets

## ➤ **Increase Revenue**

- Integration of mobile offers/coupons to Facebook and Twitter and make viral
- Integration of mobile offers/coupons to existing Print, Email and SMS marketing campaigns
- Access to mobile payment, gift cards, loyalty cards and tickets

## ➤ **Increase Customer Engagement & Retention in Mobile Channel**

- Cost effectively and easily add functionality that is relevant for customers on the go
- Ability to be responsive to customers mobile needs and keep functionality fresh

## ➤ **Increase Visits**

- Send notifications and alerts of upcoming sale events and specials to mobile app
- Implement a loyalty punch card program
- Integration of mobile offers/coupons to existing Print, Email and SMS marketing campaigns

## ➤ **Reduce marketing cost**

- Use of mobile web to change functionality in mobile app and on-going maintenance of mobile channel
- Reduce cost in physical cards, statement/invoices and receipts with replacement of digital equivalent

# Why Partner with Omnego?

## Channel Partner can provide...

- A White-label Mobile App platform to evolve their business to the mobile channel (For iPhone, Android, Windows & Blackberry )
- A Mobile Marketing platform that you manage and control the content
- Mobile Loyalty cards and Loyalty Punch cards to increase enrollment, visits and initiate a mobile engagement
- Closed Loop Prepaid/Gift Payments using secure encrypted 2D barcode
- Mobile Statement/Invoice delivery services with payment option
- QR codes to deliver coupons as part of your Direct marketing print offering
- Integration of Email/SMS Marketing campaigns direct to a Mobile App
- Ability to deliver cards/coupons/offers via Facebook & Twitter and make viral
- A NFC-ready mobile payment platform



*The Mobile App Platform  
Empowering Mobile Engagements.*

***Strategically Evolve Your Business to Mobile...***

***Omnego's White-Label App Platform with  
Advanced Mobile Marketing, Loyalty & Engagement  
Tools***

**Thank You...**



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