



ValueFirst

A leading MVNO of data services to the enterprises

ValueFirst
Success Stories



Aviva Plc is UK's largest and the world's seventh largest insurance Group. Aviva has a joint venture with Dabur, one of India's oldest, and largest Group of companies with annual sales in excess of Rs 1,350 crores.

Client

- Need for automated reminders for premium payments
- A robust and cost effective mode of communication for CRM by complementing voice with data

Scenario

- Communicating time critical information to mobile work force (e.g. Sales leads, policy renewals etc)
ValueFirst Velocity with Rules Engine helps them send messages to customers and also to employees using pre defined rules (business logic)

Solution

- CRM became more effective leading to a higher customer satisfaction
- Timely premium collection
- Enhanced productivity
- Highly cost effective, reliable and efficient mode of data transmission

Benefits



Lilly is a leading innovation-driven pharmaceutical corporation developing a growing portfolio of pharmaceutical products.

Client

- Need for sending reminders of Performance Reviews
- Communicating with employees in the sales field
- Communicating passwords of the network to all the employees

Scenario

ValueFirst Velocity with Rules Engine helps them send messages for performance review as and when it is required to be sent

Solution

- Smoothened the process of performance review process
- Declined the phone use to call up people for Performance review
- Highly cost effective, reliable and efficient mode of data transmission meant abandoning the use of direct phone calls for delivering passwords

Benefits



ICI Paints, is a leading manufacturer and marketer of paints. With employee strength of about 1200, ICI India's manufacturing sites, business and sales offices and distribution network spans large geographic proportions

Client

Need for a reliable method for sending dynamic MIS/Sales data to mobile sales force

Scenario

Solution ValueFirst Velocity and Swift integrated with SAP system used by ICI. The system uses integrated GSM/Server messaging capability

Benefits

- Automated Sales report on mobile phone for year/month and day.
- Automated query registration



Whirlpool India, a subsidiary of Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances, with annual sales of over \$11 billion, 68,000 employees with 50 manufacturing and technology research centers around the globe.

Client

- Intimating dealers/distributors in the event of a cheque bounce
- Intimating service engineers for customer complaints

Scenario

Solution ValueFirst Velocity with Rules Engine ensure that the reminders are sent as and when they are required

Solution

Benefits

- The service response time for any customer complaint has reduced
- Number of cheque bouncing has dropped significantly
- Remove the need of an employee to call up the defaulters everyday



BALCO is the first public sector company in the country producing aluminium. Having a workforce of 6100 and production capacity of 1,00,000 Metric Tonnes, BALCO is a front-runner in aluminium production with an annual turnover in excess of Rs. 898 crores.

Client

Scenario Need for tracking of logistics form the time of dispatch from the manufacturing unit to the arrival at the dealer location

Solution ValueFirst Swift with two way messaging enabled the manufacturing unit to send SMS stating the time of dispatch and similarly the dealers/distributors can query the status of the consignment by sending message to the manufacturing unit

Benefits Improved efficiency and better communication between dealers/distributors and manufacturing unit



Allianz Bajaj Life Insurance Co. Ltd. is a joint venture between two leading conglomerates- Allianz AG, one of the world's largest insurance companies, and Bajaj Auto, one of the biggest 2 and 3 wheeler manufacturers in the world.

Client

Scenario

- Need for automatic transmission of insurance premium reminders
- Exchange of sales data within the hierarchy of sales department

Solution

ValueFirst VelocityPlus with two way messaging capability and rules engine configured according to the specific needs of insurance industry and complying to business logic implemented by Allianz - Bajaj

Benefits

- Cost effective and reliable mode of communication
 - Improved sales chain automation
-



Modicare, a leading direct selling company in India is a part of Modi Group, the top Industrial Conglomerate s in India. The Group has a large number of joint ventures with world leaders such as Philip Morris, Estee Lauder, Olivetti, Alcatel, Revlon, Rank Xerox and Walt Disney.

Client

- Need to exchange business volume information among the hierarchy of sales force
- Send recruitment alerts, promotional messages and general greeting greetings among the workforce and members

Scenario

ValueFirst Velocity with rules engine configured according to business logic implemented by Modicare

Solution

Benefits

- Cost effective mode of communication
 - Automated message transmission
 - Improved efficiency with the ability to obtain business volume data from the sales force dispersed in diverse geographical locations
-



Client

ICICI Lombard General Insurance Company Limited is a 74:26 joint venture between ICICI Bank Limited, India's second largest bank and US\$ 26 Billion Fairfax Financial Holdings Limited, diversified in financial services, general insurance, reinsurance, insurance claims management and investment management.

Scenario

- Need for automatic transmission of insurance premium reminders
- Exchange of sales data within the hierarchy of sales department
- Acknowledgment of payment receipts
- SMS based tracking of claim status

ValueFirst VelocityPlus with two way messaging capability and rules engine configured according to the specific needs of insurance industry and complying to business logic implemented by ICICI Lombard

Solution

Benefits

- Cost effective and reliable mode of communication
 - Improved sales chain automation
 - Improved customer satisfaction
-



Raj Travels, the first Indian tour operator to offer international travel packages, having offices in more than 20 cities in India and UK

Client

- Need to intimate the customers about the new travel schemes
- Communicate with customers to convey travel/booking status

Scenario

ValueFirst Velocity (Professional Edition), provides a cost effective and efficient mode of instant communication

Solution

- Cost effective and reliable mode of communication
- Wider customer reach with the ability to communicate and reach potential clients in the far reaches of India

Benefits

- Improved customer satisfaction
-



Client



DishTV, India's first and only DTH Television Broadcast Service, is an Essel Group venture. The Essel Group has a vast range of national and global business interests that include media programming, broadcasting & distribution, packaging, entertainment, online gaming and telecom.

Scenario

Need for a two way communication medium to:

- Intimate the customers/dealers about program schedules/schemes/bills and charges
- Send activation code for Dish TV services to the customers
- Receive queries through SMS and respond to them instantaneously

Solution

ValueFirst VelocityPlus with two way messaging capability and rules engine configured according to the specific needs and complying to business logic implemented by Dish TV

Benefits

- Cost effective and reliable mode of communication
- Improved customer satisfaction

Client



Kanbay is a global integration and managed solution provided company providing high-value, technology enabled business solutions to clients in financial service industry.

Scenario

Kanbay has installed high performance Unix boxes, processing critical business processes at various client locations. The requirement is to:

- Report system failure to the service engineers
- Receive acknowledgement that the report has been delivered to the recipient

Solution

ValueFirst AirMail, integrated with remote servers, generates SOS messages in the event of a system failure. These messages are directed to AirMail servers in form of email. The AirMail servers forward the incoming email messages to the intended recipients in the form of SMS messages.

Benefits

- Highly cost effective as no extra hardware/network dependence is needed.
- Highly reliable as instant delivery reports are available providing the status of message.
- Wider coverage area as SMS messages can be sent to any GSM/CDMA mobile in the world as opposed to limited coverage of paging network.
- Easy integration as no extra hardware/software is needed for using AirMail


Client



Scenario


- Need for an effective communication system for sending date trading stock alerts to the clients

| | |
|-----------------|---|
| Solution | ValueFirst Velocity with rules engine configured according to business logic implemented by Bajaj Capital |
| Benefits | <ul style="list-style-type: none">• Cost effective and reliable mode of communication• Instant communication with fractional delay time• Improved customer satisfaction |

| | |
|---------------|---|
| Client |  Competent Automobiles is the biggest dealer for Maruti Udyog Limited. It's been a remarkable alliance which stands out in the auto trade - the enduring 15 years long relationship of Maruti Udyog Limited with their No. 1 dealer in India, Competent Automobiles Co. Ltd. |
|---------------|---|

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|-----------------|--|
| Scenario | Need for a cost effective an communication platform for: <ul style="list-style-type: none">• Sending service due alerts to the customers• Sending payment reminders• Sending insurance due reminders |
|-----------------|--|

| | |
|-----------------|---|
| Solution | ValueFirst Velocity (Professional Edition) with rules engine configured according to business logic implemented by Competent Automobiles Co. Ltd. |
| Benefits | <ul style="list-style-type: none">• Cost effective and reliable mode of communication• Instant communication with fractional delay time• Improved customer satisfaction |

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|---------------|---|
| Client |  Deutsche Lufthansa AG ranks upfront among the world's leading airlines. As an Aviation Group, Lufthansa adheres firmly to economic and strategic criteria, focusing on the core competencies of its six business areas: passenger traffic, logistics, MRO, catering, leisure travel, and IT services. |
|---------------|---|

| | |
|-----------------|---|
| Scenario | Luthansa has installed high performance financial and ticketing data processing servers in Germany. The requirement is to: <ul style="list-style-type: none">• Report instant alert to the service engineers in the event of a system failure• Receive acknowledgement that the report has been delivered to the recipient |
|-----------------|---|



ValueFirst AirMail, integrated with Lufthansa's servers, generates SOS messages in the event of a system failure. These messages are directed to AirMail servers in form of email. The AirMail servers forward the incoming email messages to the intended recipients in the form of SMS messages.

Solution

- Highly cost effective as no extra hardware/network dependence is needed.
- Highly reliable as instant delivery reports are available providing the status of message.
- Wider coverage area as SMS messages can be sent to any GSM/CDMA mobile in the world as opposed to limited coverage of paging network.
- Easy integration as no extra hardware/software is needed for using AirMail

Benefits

Client *Bonanza Portfolio Limited*

- Need for an effective communication system for sending date trading stock alerts to the clients

Scenario

ValueFirst Velocity with rules engine configured according to business logic implemented by Bonanza Portfolio Limited

Solution

- Cost effective and reliable mode of communication
- Instant communication with fractional delay time
- Improved customer satisfaction

Benefits

Client *Ganga Yamuna Finvest*

- Need for an effective communication system for sending date trading stock alerts to the clients

Scenario

ValueFirst Velocity with rules engine configured according to business logic implemented by Ganga Yamuna Finvest

Solution

- Cost effective and reliable mode of communication
- Instant communication with fractional delay time
- Improved customer satisfaction

Benefits

Client Apra Auto

Need for a cost effective an communication platform for:

- Sending service due alerts to the customers
- Sending payment reminders

Scenario • Sending insurance due reminders

ValueFirst Velocity (Professional Edition) with rules engine configured according to business logic implemented by Apra Auto.

Solution

- Cost effective and reliable mode of communication
- Instant communication with fractional delay time
- Improved customer satisfaction

Benefits



MetalJunction.com, a joint venture between SAIL and TATA Steel, is a Selling Service Provider that offers a comprehensive array of selling and fulfilment services which include: Organising eSelling events, e-collection, Channel Finance, OEM Finance, and Asset Sales

Client

Need for a cost effective an communication platform for:

- Sending bid alerts
- Announcing new services and features

Scenario

ValueFirst Velocity (Professional Edition) with rules engine configured according to business logic implemented by MetalJunction.Com

Solution

- Cost effective and reliable mode of communication
- Instant communication with fractional delay time
- Improved customer satisfaction

Benefits

Client



HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, personal computing and access devices, global services and imaging and printing for consumers, enterprises and small and medium businesses.

Scenario

HP offers a Dial-a-Cartridge service wherein a customer can call up a toll free number and order a cartridge. The requirement is to:

- Place instant order to the dealer nearest to the customer location
- Receive acknowledgement that the product has been delivered to the intended customer

ValueFirst AirMail, integrated with HP's call-center servers, generates an order message when a new order is placed. These messages are directed to AirMail servers in form of email. The AirMail servers forward the incoming email messages to the intended recipients, the dealers, in the form of SMS messages.

Solution

- Highly cost effective as no extra hardware/network dependence is needed.
- Highly reliable as instant delivery reports are available providing the status of message.
- Wider coverage area as SMS messages can be sent to any GSM/CDMA mobile in the world as opposed to limited coverage of paging network.
- Easy integration as no extra hardware/software is needed for using AirMail

Benefits

Client

Sri Durga Auto

Need for a cost effective an communication platform for:

- Sending service due alerts to the customers
- Sending payment reminders
- Sending insurance due reminders

Scenario

ValueFirst Velocity (Professional Edition) with rules engine configured according to business logic implemented by Sri Durga Auto.

Solution

- Cost effective and reliable mode of communication
- Instant communication with fractional delay time
- Improved customer satisfaction

Benefits

Client



Headquartered in Boston, Keane, Inc. partners with Global 2000 companies and government agencies to plan, build, and manage application software to enable their business strategies. This is accomplished through its Business Consulting, Application Development and Integration (ADI), and Application Development and Management (ADM) Outsourcing services.

Scenario

Keane has installed high performance servers, processing critical business processes at various client locations. The requirement is to:

- Report instant alert to the service engineers in the event of a system failure
- Receive acknowledgement that the report has been delivered to the recipient

Solution ValueFirst AirMail, integrated with remote servers, generates SOS messages in the event of a system failure. These messages are directed to AirMail servers in form of email. The AirMail servers forward the incoming email messages to the intended recipients in the form of SMS messages.

- Benefits**
- Highly cost effective as no extra hardware/network dependence is needed.
 - Highly reliable as instant delivery reports are available providing the status of message.
 - Wider coverage area as SMS messages can be sent to any GSM/CDMA mobile in the world as opposed to limited coverage of paging network.
 - Easy integration as no extra hardware/software is needed for using AirMail
-

T & T Automobiles

Client

Need for a cost effective an communication platform for:

- Scenario**
- Sending service due alerts to the customers
 - Sending payment reminders
 - Sending insurance due reminders

Solution ValueFirst Velocity (Professional Edition) with rules engine configured according to business logic implemented by T&T Automobiles.

- Benefits**
- Cost effective and reliable mode of communication
 - Instant communication with fractional delay time
 - Improved customer satisfaction
-



Client

MICROTEK is the country's largest integrated Computer Peripheral manufacturer. Five manufacturing plants, each specialising in different sphere of IT industry has made it possible for Microtek to harness the World's latest technology perfect it and incorporate it in its product range.

Scenario A need for a two way communication platform for:

- Automating sales chain and get instant reports on inventory and sales
- Send service alerts as well as receive service complaints and queries from the customers



Solution

ValueFirst AirMail, integrated with Microtek's servers, generates SOS messages in the event of a system failure. These messages are directed to AirMail servers in form of email. The AirMail servers forward the incoming email messages to the intended recipients in the form of SMS messages.

Benefits

- Highly cost effective as no extra hardware/network dependence is needed.
 - Highly reliable as instant delivery reports are available providing the status of message.
 - Wider coverage area as SMS messages can be sent to any GSM/CDMA mobile in the world as opposed to limited coverage of paging network.
 - Easy integration as no extra hardware/software is needed for using AirMail
-



Spread over four and a half acres in green ambience in Phase-IV of DLF City, the City Club is setting new standards in providing the latest in recreational and entertainment facilities.

Client

Need for a cost effective an communication platform for:

Scenario

- Sending events notification to the club members

Solution

ValueFirst Velocity (Professional Edition) with rules engine configured according to business logic implemented by the DLF City Club.

Benefits

- Cost effective and reliable mode of communication
 - Instant communication with fractional delay time
 - Improved customer satisfaction
-

Client



HCL Comnet has installed high performance servers, processing critical business processes at various client locations. The requirement is to:

Scenario

- Report instant alert to the service engineers in the event of a system failure
- Receive acknowledgement that the report has been delivered to the recipient

Solution

ValueFirst AirMail, integrated with remote servers, generates SOS messages in the event of a system failure. These messages are directed to AirMail servers in form of email. The AirMail servers forward the incoming email messages to the intended recipients in the form of SMS messages.



Benefits

- Highly cost effective as no extra hardware/network dependence is needed.
 - Highly reliable as instant delivery reports are available providing the status of message.
 - Wider coverage area as SMS messages can be sent to any GSM/CDMA mobile in the world as opposed to limited coverage of paging network.
 - Easy integration as no extra hardware/software is needed for using AirMail
-



World-Class Brands, Products, People

Client

The Gillette Company today is the global market leader in nearly a dozen major consumer products categories, principally in the grooming, alkaline battery and oral care businesses.

Gillette has gained leadership positions through the Company's strategy of managing its business with a long-term, global perspective.

Scenario

A need for an effective two-way communication platform for:

- Advertising vacancies by the HR department, within the company
- Internal HR communication

Solution

ValueFirst VelocityPlus with two way messaging capability and rules engine configured according to the specific needs of FMCG industry and complying to business logic implemented by Gillette

Bennefits

- Cost effective and reliable mode of communication
 - Highly reliable as instant delivery reports are available providing the status of message
 - Improved communication model to communicate within the organization
-



ValueFirst empowers its customers to communicate between varied IT back-end systems and mobile phones using SMS Services. ValueFirst provides a unique, end-to-end, global carrier-grade mobile data service. Its mobile data service offering includes "plug and play" application licensing and hosting. Employing a partnership with Mobile operators, ValueFirst acts as an MVNO (Mobile Virtual Network Operator), with a clear focus on SMS mobile messaging. ValueFirst's Mobile Messaging Platform is capable of delivering SMS services to virtually any CDMA/GSM mobile handset. ValueFirst combines signaling information from the mobile world with innovative applications running concurrently on its own IT applications platform and thereby pave the way for mission-critical international messaging services.

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