



How to make money and save money with **Birdstep EasyConnect Go™**

Instead of investing all money in expensive advertising and also not being fully directed to the mobile broadband customers, use our tool (Marketing window) in which you can advertise directly to your mobile broadband customers, and they will see your message every time they connect.

What's in it for the Marketing and Product department:

- Cross-sell and Up-sell
- Increase Brand positioning
- Easy to follow up device uptake via statistics
- User and usage reports
- Reduce churn
- Surveys
- Use one single Connection Manager client across all devices
- Automatic Roaming price indication
- Cost Threshold

What's in it for the Operational and the Support department:

- Smooth Forced Software/Firmware upgrades over-the-air
- Statistical usage and user information
- Use one single Connection Manager client across all devices, instead of several different (less support complexity)
- Retaining support efficiency
- Be Proactive with support information to end customers via alert and support window
- Roaming Pop-up warning before connection
- Enhanced Roaming List

