

Browse and Buy

Solutions for Off-Portal Mobile Content Providers




Mobile Payments

Product Datasheet

Dialogue is an accredited payment service provider and also a member of the Mobile Data Association (MDA). Dialogue's Mobile Payments service enables you to charge payments directly to consumers' mobile bills, rather than sending premium SMS messages. You integrate the service into your WAP site using a simple API, to give your consumers a seamless, secure browse and buy experience, with single click purchase. You benefit from rapid confirmation of payment and more flexible pricing. The improved consumer experience means lower drop out rates, more returning visitors and increased revenues.

Charge the Consumer's Mobile Bill

Consumer Trust	Mobile Payments is accredited by payforit.org, the UK cross-operator initiative to develop a common framework for mobile payments. In this framework, each mobile operator's payment system meets a common standard and can be accessed by an Accredited Payment Intermediary such as Dialogue. The WAP screens navigated by the consumer when paying for content are standardised and branded with the payforit.org logo, in order to build user recognition and trust. Unlike premium SMS, the consumer's mobile bill shows a clear statement of what each charge relates to.	
Content Sales	You can allow consumers to buy single items – the consumer is redirected to the content after a successful payment request. You can check the status of the payment at any time to ensure that consumers do not access content before the payment has completed.	
Subscriptions	You can offer content subscriptions. When the consumer confirms the subscription, Dialogue holds the subscription details and checks subsequent payment requests to ensure that you do not breach the terms agreed with the consumer.	
Robust Payments	Mobile Payments automatically uses premium SMS if an operator's billing service is unavailable.	
Identity Acquisition	Dialogue's WAP ID service is provided as standard with Mobile Payments, enabling you to identify returning visitors and personalise the site for them.	
Marketing and Customer Service	The Mobile Payments API provides methods which allow you to manage subscriptions (for example, cancel a subscription in response to a consumer call to your helpdesk), query past payments, and build lists of consumers who have opted to receive marketing information.	

What You Need

Mobile Payment is available as a SOAP service. Your developers will need a compatible SOAP toolkit (for example, Perl SOAP::Lite, PHP PEAR/SOAP, Java Apache SOAP or .NET SOAP).

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