



cellfind  
AGGREGATION

# CELLFIND MMS SERVICES



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## NOTICE OF CONFIDENTIALITY

Please note that this document has been prepared by Cellfind for the sole purpose of affording an opportunity of evaluating the detail of the solution we are proposing.

While we wish to present our solution and the thinking behind it at the appropriate level of detail, please be advised that this document, as well as all the information it contains, is strictly confidential to Cellfind and to authorised staff of BRAND HONCHO.

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Thank you.

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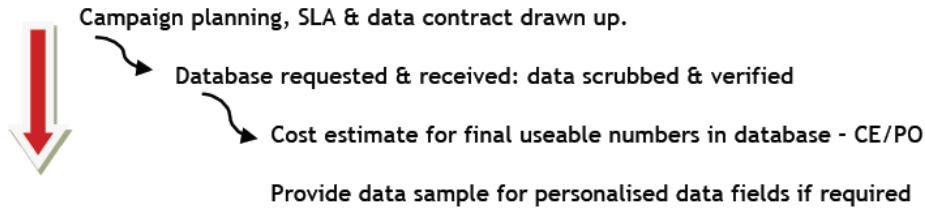
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# 1 PROCESS FLOW

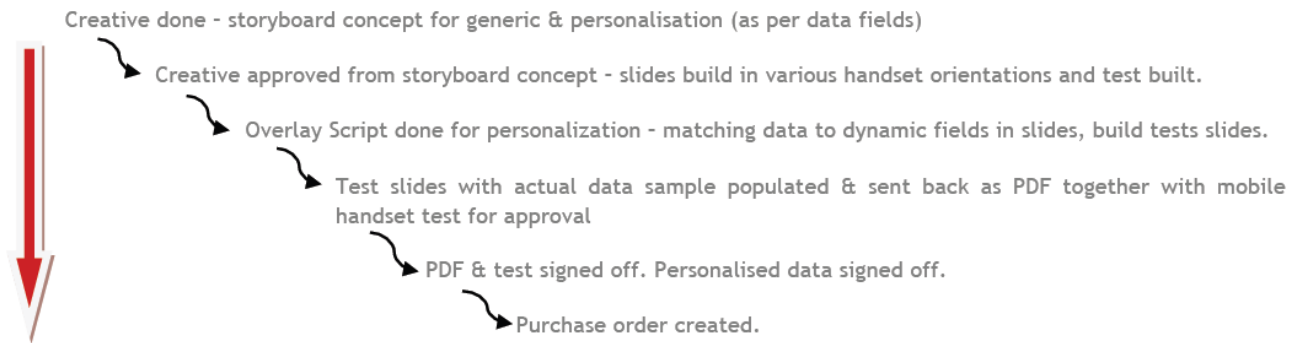
## 1.1 MMS CAMPAIGN PROCESS OVERVIEW

### MMS Campaign Process Overview

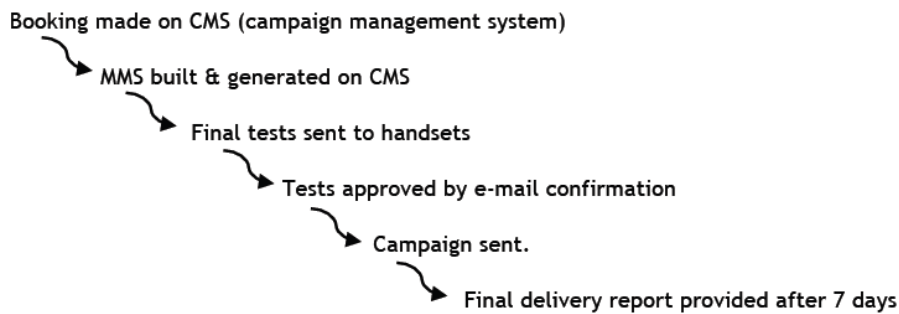
#### A: Pre-production (Sales & Planning):



#### B: Production:



#### C: Deployment:



## 1.2 MMS CAMPAIGN TIMELINES

Action	Time Required
<b>STORYBOARDS:</b>	
New Storyboard from Scratch	72 hours until first draft (3 Days)
New Storyboard from Existing Material (1 size supplied)	24 Hours (Next Day)
New Storyboard from Existing Material (All sizes)	12 Hours (Same Day if Before 10h00)

<b>PERSONALISATION:</b>	
Personalised Storyboard Setup	72 Hours (3 Days)
Uploading Personalised MMS once Approved	24 Hours (Next Day)
Changes to Personalised once Approved	72 Hours (3 Days)

<b>BUILDING AND UPLOADING 1<sup>ST</sup> CREATIVE:</b>	
Voice Recording (where applicable)	No less than 24 Hours - Next Day (Dependent on Artist)
Building out MMS once approved AND recorded	12 Hours (Same Day if Before 10h00)

<b>CHANGES:</b>	
Changes to Storyboard	12 - 24 Hours (Depending on Changes)
Changes once Approved and Uploaded	24 Hours (Next Day)

<b>CAMPAIGN BUILD:</b>	
Build creative & overlays	24 - 72 hours depending on level of complication. May need additional time if we have animated gifs in the files.
Data Prep	24 - 48 hours depending on volumes and level of complication: standard rule is that we broadcast minimum 48 hours from receipt of data - IF creative is signed off and overlays are tested and ready.
Testing	Half a day for testing and sign off on handset tests

## 1.3 DATA PROCESS FLOW

Data is requested according to the data agreement and consists broadly of:

- Secure data intake/delivery mechanisms available: FTP, SFTP, SecureWeb (access control) or secure disk handling.
- Data needs to be received at least 48 hours (2 business days) before the campaign is due to execute. This allows for data preparation.
- Client to notify Cellfind once data has been uploaded as well as volume / quantity.
- Specific and signed off data fields that will be included in the creative slides, as per the data set. This is the content of the data.
- Properly proofread, spell checked and comma separated data fields to be delivered to facilitate ease of data import via the overlay scripts. Cellfind will not alter data in any way – this includes proofreading and correcting spelling errors.
- Correct data format i.e .CSV file.
- Data handling & storage, confidentiality, and non-disclosure agreements must be in place.
- Cellfind report back on total received, scrub report on useable MSISDN, campaign reporting on delivery of data to handset.

## 1.4 DATA SCRUB / HANDSET VERIFICATION

### MSISDN scrub

Once the files are received, Cellfind acknowledge receipt of data and confirms the number of records in the base. The MSISDNs are loaded into the scrub tool and a scrub report is generated as follows:

- Secure data intake/delivery mechanisms available: FTP, STFP, SecureWeb (access control) or secure disk handling.

Total numbers in file:	285		
Duplicates:	2		
Sent to scrub tool:	283		
Unknown network numbers:	33		
Scrub failed:	0		
Opt outs:	0		
Vodacom numbers:	154	MTN numbers:	96
Vodacom HCC failed:	0	MTN HCC failed:	5
Vodacom MMS verification failed:	55	MTN MMS verification failed:	4
Vodacom successfully processed:	99	MTN successfully processed:	87
Vodacom total send base:	99	MTN total send base:	87

The data is then further broken down on our system into optimal sizes for the various handsets :

<b>Send Databases:</b>	target_dstv_24FEB2011_MMS_e250.csv (60 items) target_dstv_24FEB2011_MMS_blackberry.csv (182 items) target_dstv_24FEB2011_MMS_portrait.csv (4 517 items) target_dstv_24FEB2011_MMS_landscape.csv (94 items) target_dstv_24FEB2011_MMS_video.csv (33 items)
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