

## About AIS:

AIS – Advanced Info Service PLC (<http://www.ais.co.th/>) is Thailand's leading mobile phone operator. By providing latest technology innovation, AIS continues to meet the demand of today's lifestyle. AIS is your mobile phone operator of today and tomorrow -- Anywhere Anytime!  
In 2006 AIS's revenues reached \$3 Billion. AIS has about 8300 employees and over 19 million subscribers. AIS's main goal is to provide these customers with the best possible service.

## Why PC to Mobile ?

Given the growth of SMS/MMS messaging, customers needs, and the requirement to provide them with a means to send SMS/MMS from their PC, AIS realized that it needed a PC to SMS/MMS application, in order to fill a gap in its product-line. AIS recognized that there was a large market for PC to Mobile messaging, as people are spending more and more time, in front of their PCs. Hence AIS decided to provide its subscribers a way to send SMS/MMS messages conveniently and easily using their PC keyboard, mouse, PC contacts, distribution lists and group messaging facilities.. The focus was to expand MMS usage, and bring MMS awareness to the market, while leveraging on SMS knowledge and traffic.

The solution was predominantly consumer oriented, and so needed to integrate into the Internet web browser, but also required a Microsoft Outlook Email integration, for the business segment. Another important AIS requirement was brand awareness, and presence of their logo and name in the PC applications.

AIS realized that TeleMessage products provide significant benefits to their subscribers, including:

- A simple "one-click" MMS messaging tool, essential to educate subscribers to send MMS.
- The ability to convert any Picture, Music, Video and Text from the Internet or the PC to MMS.
- Seamless Integration into Microsoft Outlook, Outlook Express, Internet Explorer and Windows File Explorer.
- Presence on the PC with the AIS Logo and Brand in the most watched PC applications..

If you would like to experience this technology, you can try the TeleMessage PC to Mobile Plug-ins at: <http://www.telemessage.com>. For the MMS version, contact us at: [info@telemessage.com](mailto:info@telemessage.com)

## Implementation:

The TeleMessage product was fully customized and branded as the “AIS SMS/MMS Toolbar”. The implementation included integration with the AIS billing and provisioning systems, and SMS/MMS gateway to send messages, as well as reporting tools and DNS domains configurations.

The implementation was smooth and quick, which allowed AIS to launch the service in less than 3 months from issuing the purchase order.

This short period allowed all modifications, implementation and customization, as well as on-site training of its technical, product and customer support staff.

**AIS personnel (marketing and customer support) were trained about service benefits, and received access to an easy administration tool, which allows them to supervise, register and delete SMS/MMS Toolbar users, and monitor the usage of the system.**

## The Service:

An AIS subscriber can download the “AIS SMS/MMS Toolbar” from the AIS portal at <http://www.mobilelife.co.th/> ; or directly from <http://www.toolbar.ais.co.th/>.

After the download, the subscriber can install the application on his PC, accept the terms and conditions, and go through an activation and registration phase that will associate the application with his mobile phone.

The subscriber can then begin to send pictures, music or video as MMS or simple text messages as SMS from the PC. The messages are charged directly on his mobile phone bill.

The subscriber can actually send MMS (Pictures, Music, Video, Text) and SMS, from anywhere on his PC: Windows File Explorer, Internet Explorer, Tray area, or his Outlook & Outlook Express mail programs.

## Pricing Models:

AIS launched the service with a simple pricing model. Each SMS is charged at 1.5 Baht (~5 US Cents); and each MMS is charged 4 Baht (~12 US Cents).

Upon registration each user received 100 free trial messages, to encourage registration and initial use

## Usage Statistics:

The product was launched in April 2006, and gained more than 25K subscribers during the first month of the soft launch.

With an average usage of above 17 SMS, and 2.7 MMS messages sent per active subscriber, per month.

About 30-40% of registered subscribers continue to be active users over time.

Those results were mainly achieved thanks to bundling and mass marketing.

## Marketing activities :

The successful launch was achieved thanks to an array of marketing activities, which included the following:

- Offer subscribers free messages: to encourage registration to the service and initial usage.
- Simplified pricing which makes it similar to sending messages from the mobile.
- Press releases at major newspapers and editorial ads in IT and Mobile magazines.
- Links and banners on AIS Web and WAP portals, and Bill inserts.
- Marketing campaigns via SMS, MMS and Email newsletter.
- Employee training and awareness of the service, as well as presentations at IT exhibition.
- Market on web using: submission to download sites, Blogs; IT and Mobile forums, Search Engine Optimizations (SEO) of the service portal, Banner ads.
- Creating a CD for installation that is available at: AIS sales and service shops, distributed at IT events, bundled with affiliate ISP CD for new users.

## A Quote from AIS:

AIS continues to see the Toolbar as a key application for their advanced subscriber, and as their main PC presence tool.

"AIS Toolbar is ideal for our market, It will provide users with the ability to take any content from their PC or the Internet and simply send it to their own mobile phone or to share it with the mobile phones of friends and colleagues. It also allows self content generation, and gives subscribers a great way to express themselves. This service will also help our marketing efforts while branding AIS into the PC of the users."

*Somchai Lertsuthiwong - Vice President Wireless Business*