



The Sidebar Advantage for Mobile Operators

A New Breed of Personalization Technology



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The Sidebar Advantage for Mobile Operators

THE PLAYING FIELD HAS CHANGED

The increased adoption of smartphones has dramatically changed the way that users interact with their mobile devices to access and consume content. As a result, data service usage has exponentially grown and subscribers have demanded a new openness that allows them to pick and choose the services they want (games, news, social networks, etc...) outside of the operator's "walled garden."

This new openness has created both opportunities and challenges for mobile operators. On the one hand, the rapid adoption of mobile devices as their always-on, always-present mobile internet and communication consoles places the mobile operator in a powerful position in a consumer's entertainment consumption. On the other hand, consumers now can choose the content services, games, and news sources they like from the open market. Where mobile operators have enjoyed a principal position in providing content to consumers on their phones in the past, they now face competition on the mobile device for their customers' loyalty and for share of their wallets.

With the shift to smartphones accelerating, many carriers are acting now to improve their consumer interface on feature phones and to deploy recommendation technologies to provide a more personalized, and thus, more satisfying user experience on both feature phone and smartphones



alike. Enlightened carriers are enhancing their user experience not only to reduce churn by creating a more positive user experience, but to also leverage their natural advantages in order to maximize their overall content and service revenues.

Operators have the opportunity to retain (or win back) the mindshare of their consumers by personalizing the way that each customer interacts with their brand to create more meaningful, profitable and lasting relationships. They can achieve this by re-launching their services as intimate experiences that leverage their data and intelligence to show how well they can know each and every one of their subscribers. Operators own the interface of the most personal devices in the lives of their customers and they have control of the ways in which each user interacts with their devices to explore content. This can and should be a core, high value added service.

Mobile operators have distinct competitive advantages that they need to leverage in order to protect the loyalty of their consumers and regain the ability to generate incremental ARPU

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What Sidebar's Technology Can Do for Mobile Operators

Sidebar's Smart Menu™ personalization technology enables a mobile operator to create personally directed experiences within—and across—content services and to address consumers' usage patterns and interests. Carriers are doing so in a number of ways, and the first areas in which carriers adopt these technologies typically involve creating better content presentation within existing portal or service layers.



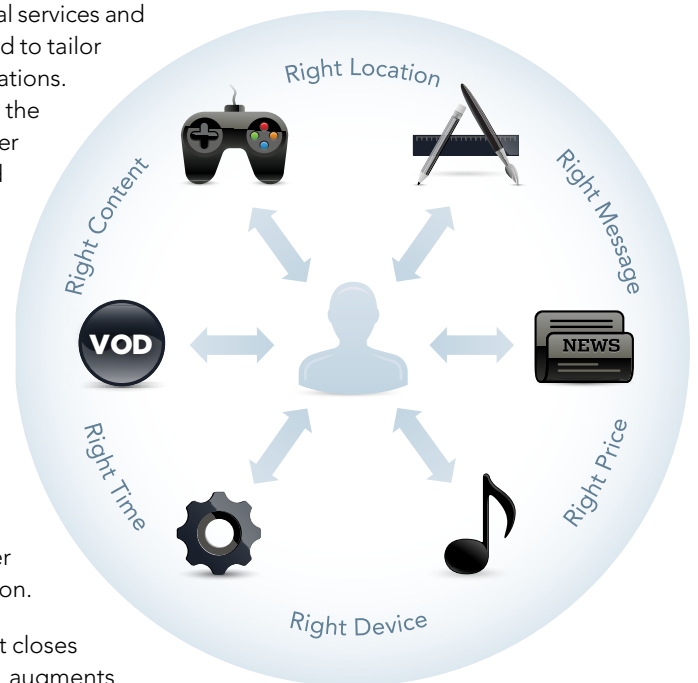
Each individual service that is plugged into Sidebar's platform becomes tailored to subscriber's tastes, delighting them by inviting active participation that influences the creation of their experience. The end benefit is that they are able to discover and consume more content than they might ever have found on their own.

BEYOND CONTENT RECOMMENDATIONS

Even more powerful are the ways in which carriers can re-imagine how a user interacts, and to re-design the user experience around a truly personalized set of information, entertainment, and service options. Sidebar's cloud-based solution interacts with multiple individual services and systems to enable carriers to build a holistic view of their consumer, and to tailor fundamental interfaces to move beyond simple content recommendations. It is likely not enough to not just recommend content to consumers in the same user interface that is available to each person. The successful carrier will personalize the interface itself, by presenting different genres and types of content, different business models (PPV v. subscription) and different promotional engagement types to users, based on their understanding of each consumers' interests and behaviors.

PHASED IMPLEMENTATION STRATEGIES

Sidebar allows carriers to ease into personalization with one service and then grow across multiple services. Each touch-point that is plugged into our platform feeds customer usage data into a common engine. This engine leverages the holistic customer data from each service to create a persistent, personalized content, service and messaging distribution ecosystem built around each individual user. This creates an intimate and valuable customer relationship—and an addictive user experience that encourages increased adoption and more consumption.



Sidebar's Smart Messaging™ technology is a complementary tool that closes the loop on an operator's personalized service offering. Our system augments existing SMS messaging programs to deliver highly relevant outbound messages that your users will want to see. Smart Messaging continuously drives users back to increase usage and frequency of your Smart Menu enabled services.

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About Sidebar, Inc.

Sidebar's enterprise grade Smart Menu™ platform helps get the right content in front of your consumers by enabling personalized experiences for each subscriber across your content delivery ecosystem.

Our hybrid approach allows us to offer personalization solutions to meet virtually any use case. Whether you have a thousand or hundreds of thousands of content items in your library, few or many repeat visitors, one or many content management systems, platforms, devices and services, Sidebar has the tools to differentiate your offering and deliver measurable benefits for your business.

Since 2007 we have invested over 50,000 hours of engineering to build and improve our industry leading solutions. Today we are deployed to a subscriber base in excess of one hundred million consumers with telecom and cable operators, platform providers and storefront partners across the globe.

The Sidebar Smart Menu™ Solution

Sidebar's Smart Menu™ platform is a thin layer that sits behind your CMS, providing access to our powerful cloud-based "brain" that constantly learns about your users from their behaviors. This knowledge enables you to deliver the most relevant content to each individual at the right time, and on the right screen.

A HYBRID APPROACH

The engine at the core of the Smart Menu™ platform takes in your user's behavior and your content library and employs a blend of predictive techniques to derive probabilities of content conversion for each user. Rather than take a one-size-fits-all approach, our Machine Learning technology is flexible to allow the incorporation of complementary techniques such as Collaborative Filtering, Latent Semantic Indexing and Cluster Analysis to match the right methodologies and algorithms to each specific use-case.

TAILORED TO YOUR BUSINESS NEEDS

We incorporate data analysis and modeling to reveal the attributes within your system that will have the most impact on prediction and your business metrics. Additionally, we offer a proprietary Optimization Layer consisting of business rule modules that are infinitely configurable to allow you to hone our system to meet your needs. The Optimization Layer's built-in modules include: ROI maximization, dynamic pricing, device contextualization, location awareness, targeting, social network inputs and more. The true power of our system is that Sidebar can custom-make modules according to your own business rules, segmentation and observations.



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Product Features

Sidebar's core platform incorporates a complex set of capabilities to successfully deliver the power of true personalization across various platforms, operating systems, devices and content standards.


The Right Content 

PLATFORM AND DEVICE CONTEXTUAL PERSONALIZATION

The Smart Menu platform learns how users consume content differently on their mobile, TV, PC, console, tablet, eReader, etc... and makes recommendations unique to each device. Additionally, Sidebar leverages user behavior across devices and platforms to create a global understanding of each customer.

The Right Message 

The Right Device 

The Right Time 

The Right Price 

The Right Location 

REAL-TIME API

Our platform is constantly updating its predictive maps; a necessity for personalization in our dynamic world where tastes are fickle and content is changing every hour of every day.

ENTERPRISE SCALE

In order to produce timely recommendations our system processes massive data sets in a battle tested cloud-based architecture that handles many billions of predictive transactions on a daily basis. Our platform can deliver round round trip request/response time in less than 32ms.

COMPLETELY AGNOSTIC & PRIVACY COMPLIANT

The Smart Menu™ platform handles your users as anonymous entities thereby maintaining total user privacy. We don't require any personally identifiable information (PII) for the creation of our prediction models. Similarly, content (including advertising), and its attributes are defined by numeric identifiers which allows our system to be language and content type agnostic.

MODULAR BUSINESS RULE OPTIMIZATION

Our Optimization Layer consists of several modules and business rules that allow our clients to completely tailor personalization to their needs. Sidebar can create customized modules to meet nearly any use-case.

LOOSELY COUPLED ARCHITECTURE

Our technology was designed with ease of integration in mind. We provide a RESTful (HTTP/JSON based) architecture with a flexible, dynamic runtime API. Implementation of the Smart Menu™ platform requires no system downtime and deployments typically launch within 90 days using minimal resource commitment.

TAILORED TO YOUR BUSINESS NEEDS

Sidebar can run your historical data through our platform to understand the features that make your domain unique. This analysis is used to optimize our personalization engine to meet your business goals.

HARNESSING SERENDIPITY

By presenting content choices outside of what a user would normally receive, we successfully introduce new items that we could have missed or confirm that our existing observations are correct.

METADATA ENHANCEMENT

Sophisticated content taxonomy techniques are used to analyze your catalog to find deep, "inferred" connections that enrich your metadata to best represent your library within our system.

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Contact Us

Find out how Sidebar can improve your ability to create meaningful interactions with your customers and increase overall revenue and customer satisfaction. Contact us at bd@sidebar.com and visit our website.

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BUSINESS DEVELOPMENT INQUIRIES

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