



On-demand mobile media

YAMM is a ready-to-run mobile content distribution and billing service designed to deliver high-value mobile services and digital content to consumers globally, at the point of need, and without unnecessary investment in IT infrastructure. Whatever the nature of your business, YAMM delivers.

Who needs YAMM?

Consumer loyalty in the mobile phone market is a thing of the past. Manufacturers, operators and other vendors all face the same challenge: providing an increasingly unpredictable consumer base with the added value, at the right time, to ensure continued preference.

As the same consumer base becomes more diverse, global brands must take advantage of the mobile channel as one of the most direct marketing and brand-building tools at their disposal. Teleca's specialist knowledge helps customers to navigate through the complexity towards significant gains.

Not simply a system - a solution

YAMM is unique in offering marketers a complete, ready-to-run solution for mobile marketing, distribution and tracking behaviour. It is a proven solution, in commercial use for global customers since 1997. Today, it secures consumer preference by delivering digital content to handsets in more than fifty countries across the globe.

"YAMM integrates seamlessly with our system to deliver mobile content and services to our global consumer base. More importantly, it gives us the flexibility to upload content, adjust pricing, and extend into new markets - so we can react quickly to changing consumer demand."

- Mats Frisk, Sony Ericsson Global Digital Marketing

Teleca is an international telecom and IT services company focused on R&D that develops and integrates advanced software and information technology solutions. With in-depth expertise in the latest technology and profound industrial knowledge, Teleca helps technology- and software-intensive customers worldwide to strengthen their market positions and shorten their times to market. The company has more than 3,000 employees and operations in 15 countries in Asia, Europe and North America. Teleca is quoted on the Attract40 list of the Stockholm Stock Exchange.

Why choose YAMM?

Time to market and flexibility:

- Campaigns, product launches and events are supported by YAMM's modular, ready-to-run design. Use it in combination with your existing internet site and system, or as a robust back-end for stand-alone applications.
- As an online solution, supported by us, YAMM functions can quickly be customized to your brand and integrated within your existing web/WAP portal - without infrastructure investment or installation phase.
- Start with a single function or content type, then add more functions if and when your business demands it.

Global reach and billing:

- The YAMM service uses existing distribution channels with SMS providers worldwide, so there's no barrier to reaching your key markets - wherever they may be.
- YAMM currently delivers content within 6 continents.
- A variety of payment solutions are supported, including p-SMS, credit card, WAP billing and IVR.

Measurable results:

- Stay in full control of service usage, based on pre-defined service agreements.
- Standard and customized statistics reports provide at-a-glance insight and decision support.
- YAMM provides end-to-end testing capability before you launch, ensuring professional results.

YAMM – the facts

YAMM supports:

- Downloading pictures, ring signals, background images, MMS, EMS, Java-, Synergenix- and Terraplay games as well as other Java MIDlets and handset specific applications
- Terraplay mobile multiplayer system
- Payment via premium-SMS, IVR, credit card and WAP billing
- SMS quiz- and vote functionality
- Ticketing functionality
- Statistics, administration and presentation modules
- Connection to streaming video or audio content

The YAMM service

YAMM is offered as a ready-to-run online solution with 24/7 support, so you don't have to invest heavily in hardware or time. The solution comes with all the benefit of Teleca's years of expertise in mobile technology that you'd expect: strategic thinking, innovative ideas and tactical developments.

Service layer

YAMM is built with J2EE technology on top of several proven open-source modules.

Messaging engine

YAMM uses a high-end SMS delivery engine. This handles throughputs of up to 700 SMS transactions/sec. The SMS engine handles all types of SMS variants, e.g. MO/MT SMS, Premium-SMS, WAP-push notification and Unicode.

Content delivery and DRM

YAMM supports different download and DRM technologies, such as: HTTP download, MIDlet download, OMA download, OMA forward-lock, Mophun-VST-DRM, OMA DRM etc.

EAI, Enterprise Applications Integration

YAMM connects to other back-end systems such as SMS-C or other purchase and ordering systems using either XML or other transaction specific protocols and APIs, e.g. SMPP 3.4 towards SMS-C.

Content management

Tools are available for developing, deploying, hosting and administrating content. Content can be imported and/or exported in XML-format from your existing CMS.

Security

YAMM modules can be configured for HTTPS web traffic and other standard encryption models.

YAMM mobile service network - infrastructure

