



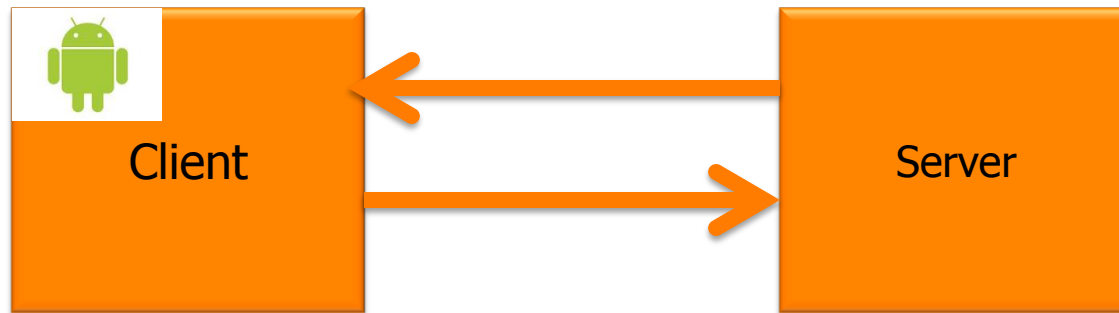
ROGERS CATALYST™ BETA

Vishal Arora

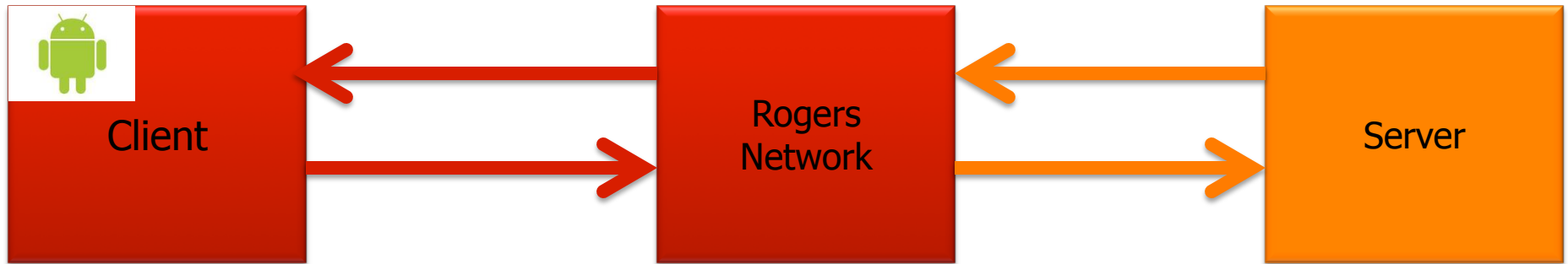
Product Manager – Cloud Services & Enablers

Rogers Communications

Internet App - Client Server Model



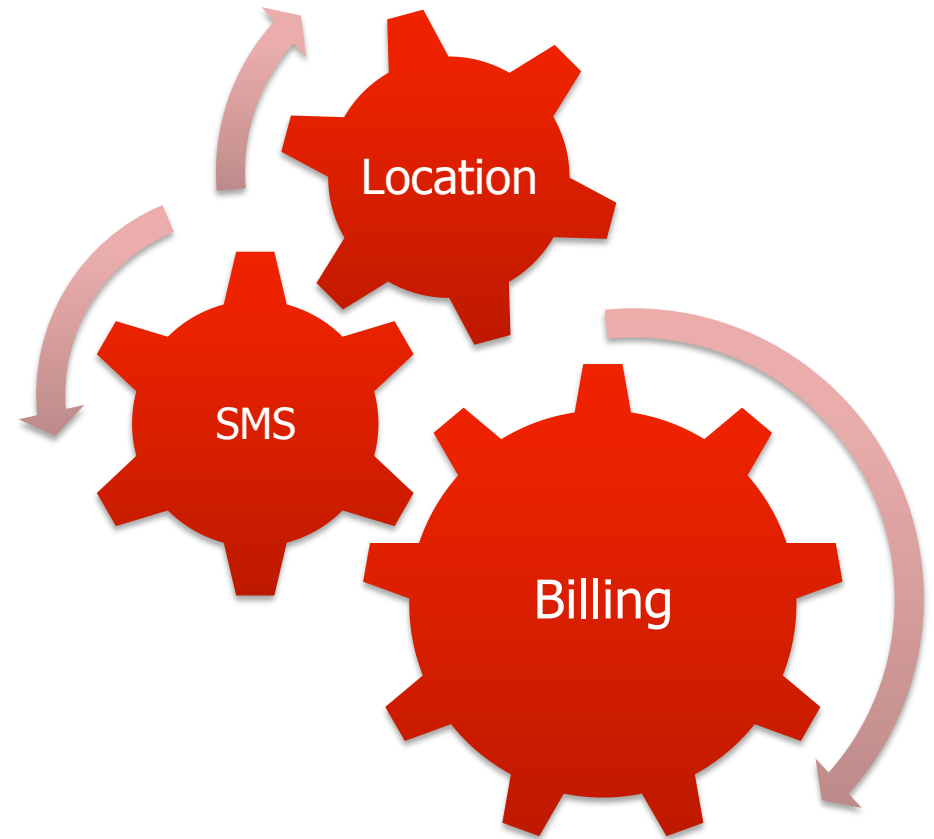
Rogers Network Value Add



Rogers Catalyst – Network API Suite

You monetize your Apps - We monetize our Network

- Enable 3rd Party Value Chains
- Lower Barriers to Entry
- Cloud Paradigm
- Facilitate Open Ecosystems

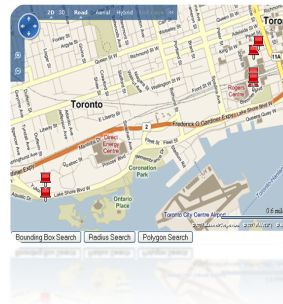


Catalyst is a Cloud APIs Suite

Type	Order	Manufacturer	Category	Device	Billng support	Application	Carrier	Other	Total	
	Number	Name	Product	Description	Contract	Code	Code	Code	Charge	
1 Premium SMS	-	-	Impact	1200	Service	-	1986204346	1	0.25	1.25
2 Premium SMS	-	-	Impact	2000	Day rate	-	1986204346	1	1.00	1.00
3 Premium SMS	-	-	Impact	1800-927-0288	Friday	-	1986204346	1	1.00	0.00
4 Premium SMS	-	-	Wireless	-	-	-	-	-	-	-

Type of Usage	Usage Description	You used	Unit of Measure	Total
Voice	Unlit Eve/Wkend/200/Wkday	37712	Min:Sec	0:00
Voice	First Incoming Minute Max 400	9300	Min:Sec	0:00
Voice	Incoming Inter-Company Calls	5854	Min:Sec	0:00
Voice	Long distance charges	-	-	15.12
Event	Third Party Charges	-	-	54.75
Total Wireless Usage :				\$60.87

Billing



Location



Messaging

- Elastic Capacity
- PPU Business Models
- RESTful & SOAP Web Services
- Resources, Sample Code & SDKs

Billing API

Details of third party purchases ending Apr 27/09										
Type	Date of Invoicing	Manufacturer Name	Contract Number	Service Description	Billing Support	Applicable Retailer Contract No.	Contract No.	Contract Type	Contract Start Date	Total Charges
1 Premium MS	-	-	Impul	1200	Service	1480-242346	1	525	1/5	
2 Premium MS	-	-	Impul	2040	Service	1480-242346	1	525	1/5	
3 Premium MS	-	-	Impul	2040	Service	1480-242346	1	525	1/5	
4 Premium MS	-	-	Impul	2040	Service	1480-242346	1	525	1/5	
5 Premium MS	-	-	Impul	2040	Service	1480-242346	1	525	1/5	
6 Monthly subscription	3/28/2009	Nokia	-	-	-	-	-	-	-	-
7 One-time download	4/26/2009	Nokia	ABC	-	-	-	-	-	-	-
8 One-time download	4/26/2009	Nokia	ABC	-	-	-	-	-	-	-
9 One-time download	4/23/2009	Nokia	-	-	-	-	-	-	-	-
10 Data subscription	4/12/2009	Nokia	-	-	-	-	-	-	-	-
11 Monthly subscription	4/14/2009	Nokia	-	-	-	-	-	-	-	-

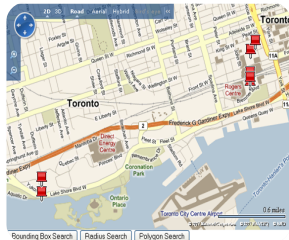
Wireless usage summary ending Apr 23/09			
Type of Usage	Usage Description	You Used	Unit of measure
Voice	Unlit Eve/Wend/300 Wkday	37732	Min-Sec
Voice	First Incoming Minute-Max 400	93.00	Min-Sec
Voice	Incoming Inter Company Calls	58.54	Min-Sec
Voice	Long distance charges		13.12
Event	Third Party Charges		54.75
Total Wireless Usage			569.87

Facilitate Impulse Purchases

Billing

- Use API to place charges on Rogers Bill
- We will collect from our subscribers and settle with you
- Place any price point, description and support information on the fly

Location API

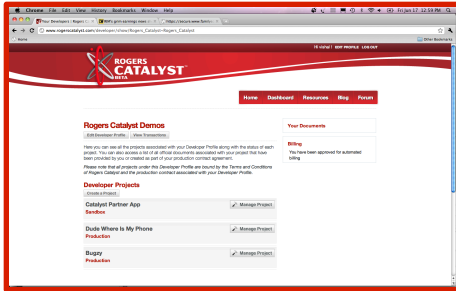


Location

Find the Location of ANY Rogers Phone Number

- We take care of Customer's Privacy
- Network location able to find ANY Rogers phone (no GPS required!)
- Network location also works indoors and uses much less battery life

www.RogersCatalyst.com



Portal

Get Set Go

- Free Registration
- Free Sandbox
- Free Developer Support

Twitter Mash-up Demo

Dude Where's My Phone

Thank You

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github.com/rogers-catalyst