



Omniscience

Omniscience is a carrier-grade platform that gives access to the whole range of Sonic technology, products and solutions, allowing Mobile Carriers, Agencies, and Internet Service Providers (ISP's) to add advanced mobile functionality to existing offerings quickly and cost effectively.

The Product

Omniscience or 'Omni' is our acquisition, provisioning, billing, and product management platform. It allows us to operate in multiple countries and currencies to provide mobile applications, online reporting, and billing and invoicing through a web based console.

Bundled with the Sonic Fusion Engine which manages messaging and carrier network connectivity,

Omni will give you access to a unique platform that enables you to resell mobile solutions and access our global gateways. Omni allows you to offer your clients:

- ISP and carrier solutions
- SMS gateway connections through Global Connect and SMS Direct
- SMS message competitions and voting
- SMS games
- Mobile alerts and information services
- M-Payment and Vouchers
- Mobile Campaign Management
- Mobile customer service
- Mobile content solutions
- Mobile banking

How does it work

As part of an integration project we deploy an instance of Omni branded to your specification. We also implement an API connecting you to our Sonic infrastructure which will enable you to acquire, provision, bill and manage selected mobile products to your clients. You then have the power to offer our innovative solutions and advanced technology under your brand. The partnering agreement also allows instant access to new products and services as they become available through the Sonic Research and Development programme.

Why do I need it?

Many ISP's, Agencies, and telecommunication companies love our solutions because they increase average customer revenue, generate new income, and provide stickiness to customers as part of their entire product portfolio. The key component of the Sonic platform is utilising our specialised knowledge and capacity to deliver new products and services without long development and implementation cycles. With Omni, we have done all of the background work, so all you need to do is apply it. Additionally, to provide a truly seamless solution, we can customise the look and feel of our products to fall in line with your brand. This product is guaranteed to add diversity to your portfolio and provide new revenue streams in a short period of time.