

# Odessi

Business Management and Reporting Systems

## The Power of Information

From detailed consumer data analysis and inventory management tools to advanced billing features—Odessi is the next-generation of back-office tools for managing and running your business.

### “Consumer Behavior” Analytics Dashboard

By utilizing NetworkIP’s “Consumer Behavior” Analytics Dashboard, you can monitor and monetize user behavior and transactional data. That means better understanding of how, when, and where your customers are making their calls to and then optimizing to get the best calling rates for your customers. Better rates lowers churn and can be used to attract new users. Understanding a consumer’s relationship with your products is imperative when strategically planning tomorrow’s distribution and the development of new product offerings.

## Advanced Inventory and Billing

Odessi enables customers to efficiently track and manage inventory for better distribution control. Its flexible billing system lets customers bill by various transaction types, including point-of-sale, first use, activation, and credit card recharges, as well as defined distribution channels.

## Contact Information

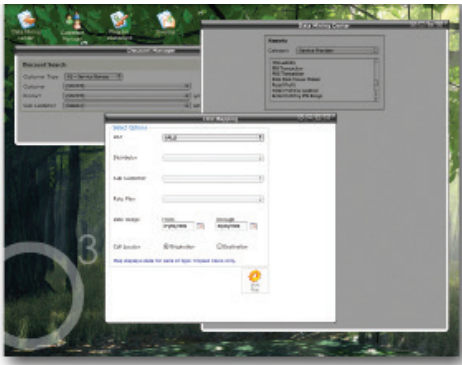
To find out more about how NetworkIP’s services can help grow your business, call 800.259.3600

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### Rich Data Mining

Nobody makes it easier, faster, more flexible and efficient to process reports than NetworkIP. You can customize reports and acquire a unique competitive advantage with the most relevant and effective data to run your business. Additionally, Odessi utilizes an advanced vertical database technology which provides industry leading and flexible data mining capabilities.



### Powerful Tools and Custom Interface

The Odessi virtual desktop allows for various interface customizations for a more efficient user experience with all settings saved for the user. Because application windows can be minimized and maximized, multiple tools can be used simultaneously without requiring the user to toggle

between actual browser windows. Users can log in from any computer and their settings will be intact.

**Do more than run your business—profit from it.**

### Reporting Features

PIN export allows users to encrypt PIN files with their own password and send the requested files directly to their printer at time of export.

PIN liability allows for the inclusion or exclusion of retail discounts and the ability to view used versus unused liability.

Retail profit by location all-inclusive retail profitability with various fees allocated proportionately to each destination.

Call time distribution shows the average retail call duration of product by destination.

PIN life cycle shows the usage patterns of various products and current liabilities from activation to first-use to burn. This report helps you to make important business decisions regarding product performance and downstream distribution.