

TeleDNA comes out with new social networking platform

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TeleDNA has come out with its latest innovation in the social networking platform, which is called Social'I'. The platform enables Telcos to gain insights on the subscriber's social networking experience and at the same time creates an opportunity to exploit the unique position of the Telco in the value chain.

TeleDNA's Social Networking platform called Social'I' enables network operators to create their own branded user community spanning across their subscriber base, delivering a rich social networking experience across multiple platforms and multiple OTTs.

The platform can integrate with multiple social apps, like facebook, twitter, myspace etc. This platform is a unified communication tool enabling subscribers to post on multiple accounts with a single click.

"The platform offers an Intra Operator Social Community Model which allows an Operator to bring about competitive differentiation, tap a higher share of social network pie, and collect more useful info on customers. Further, the platform also offers the ability to integrate other mobile VAS on the social platform, thereby differentiating from web based social services," according to report.

"The main objective is to build a community of engaged users by offering them best of social experience through a single sign on across devices, profile creation, adding friends, creating groups, public chat rooms, private chat, group chat, blogs, photo sharing, video sharing, polls, content upload, news feed, RSS feed, import contacts from other social sites, spam control, ad insertion, web sms, campaign manager, user provisioning, billing and complete data reporting," it said.

"The platform brings other benefits too, such as M-Coupons which are generated by the system to provide discounts on certain identified services or the content on the platform. It can contribute in generating revenues from advertisements as the platform has been designed in a way that it creates a brand value to attract advertisements, a statement said.

In addition, given the fact that almost 1.5 billion people are using their mobiles to access social media sites and this expected to reach 2.55 billion by 2017, also 63 per cent women check brands more often than men on social pages, the TeleDNA platform promises to be a value addition. Since 27 per cent of online time is on social pages and 93 per cent of marketers use social media for business, the Social'I' promises to be of significant advantage.

<http://www.voicendata.com/voice-data/news/213961/teledna-platform-help-telcos>