TELEDNA PRESENTS A COMPELLING SOCIAL NETWORKING PLATFORM

The need to connect socially has been a primordial need in humans, and over the years, advent in technology has allowed people to connect in a more meaningful way, and to communicate and share with each other.

We live in a "borderless world", where people come together, aided by many of the available social networking applications, irrespective of their different languages, colours, dialects, geographies & personal sensitivities.

Many of the available applications on the internet, like facebook, myspace etc have built commercial empires riding on this social need. The thrust lately, has been to ensure availability of the application in close proximity of the user.

When we think of, what is closest to the user & ubiquitous, the only thing, which comes to our mind is the mobile!

However, in this process of enabling reach for such applications, telco gets used as a dumb pipe, and the wealth of information about the user, gathered as a result of the engagement, also bypasses the telco.

THE SOCIAL NETWORKING PLATFORM

The latest App from TeleDNA vests the control back with the telco, and creates a compelling offering, which exploits the unique position of telco in the value chain.

The foremost objective is to build a community of engaged users, and to offer a best in class 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.

But this does not end here. Our product continues to keep the user engaged in a breaking taking journey towards multiplayer gaming, mobile advertising, mobile commerce, loyalty management, real time bidding, reality show participation, viral applications, and a complete e-market place. And to top it all, is

Source: http://www.digitalbuzzblog.com/infographic-social-media-stats-2013/

the disruptive monetisation model that TeleDNA proposes to table to its customers, in line with the ever discerning user, and the vigilant regulatory framework.

CORE FEATURES

The core features offered by TeleDNA for this application consist of Intra Operator social community signed on

- Group Creation

- Location Sharing

- Location Based Information Search

- ViralNetworking

- Chat Rooms/PrivateChat

- Share & Uploading of Photos/Videos(Option to Tag Location)

- Classified Ads

- Fun Element

- Like, Comment, Poke

- Auction/ Biding

- M-Coupon

Fact:

4.2 Billion people use their mobile device to access social media sites.
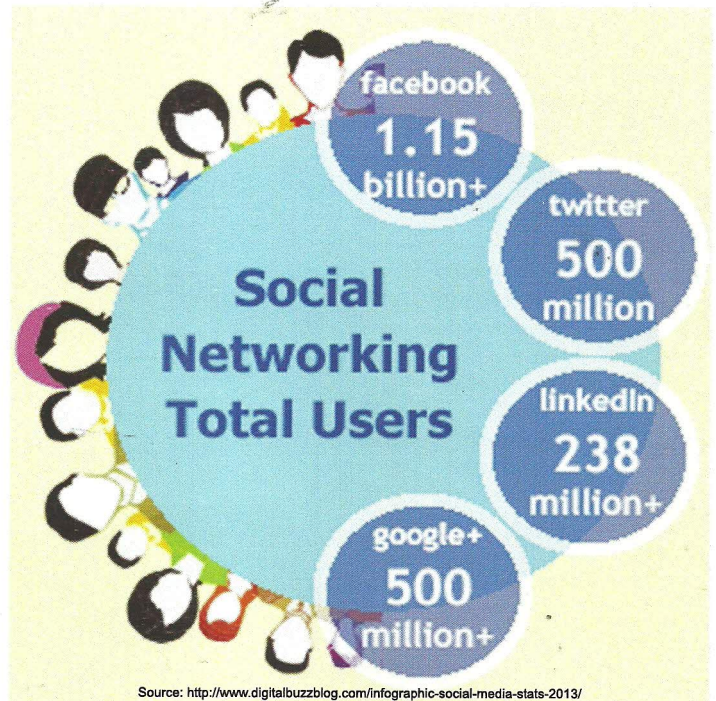
Fact:

63% of Women check out brands more often than men on Social page

Fact:

27% of online time spent is Social

Fact:

93% of Marketers use Social Media for Business