

<b>Service</b>	<b>Go-To-Market and Customer Acquisition</b>
<b>Service Details</b>	<b>High-Level</b>
<b>Version</b>	<b>Service Agreement Attachment, Dated April 9<sup>th</sup>, 2009</b>
<b>Client</b>	<b>SK C&amp;C</b>
<b>Market</b>	<b>North America (U.S. and Canada)</b>

## Goal Planning and Offer Management

### Launch Goal

The goal will be to Launch and Go-To-Market with SK C&C's NVIOS and XMAS products in North America and create Market Adoption resulting in Customer Acquisition.

### Offer Management

The two offers that will be managed will be the SK C&C NVIOS and XMAS product offers. NVIOS offer is an integrated OSS/BSS platform offer, and XMAS offer is an extensible mobile application development platform offer. The offers will be based on an end-to-end competitive analysis of existing and emerging offers in the marketplace.

<b>Primary Lead and Support Roles for these Activities</b>		
<b>Components</b>	<b>Primary Lead</b>	<b>Support</b>
<b>Launch Goal Planning</b>	Global-i	SK C&C
<b>Offer Management</b>	Global-i	SK C&C

## Strategy Development and Execution

### Market Strategy

Strategy will be to develop a "map" of the market for NVIOS and XMAS -including the most attackable segments, size/outlook, profit potential, buying behaviors and decision processes, needs/expectations, competitive dynamics and sourcing preferences.

### Targeting Strategy

Current product features, roadmap, architecture and offer attributes will be mapped to the target audience attributes. The main targets for the NVIOS product in Communication Industry Sector are: 3G Wireless, 4G Wireless, IP, Broadband, Media,

Entertainment and Bundled Services. New Business Models like MVNOs and MNOs will be targeted. The main targets for the XMAS product are the mobile communications carriers and the segments (Enterprise and Vertical Market segments) which they serve.

## Offer Strategy

The market opportunity will drive the offer strategy which will be developed from prospective client feedback, market potential assessment, use cases and business cases. In addition, we will review trend data from trade publications, analysts, industry groups and strategic alliance members to develop a clear understanding regarding the opportunity in this current economic and technological climate. We will then identify the primary customers who will be served by the NVIOS and XMAS products, and nail down the offer that will compel them to buy the product(s).

## Positioning Strategy

The changing business strategies of the service providers are creating problems and opportunities for OSS/BSS suppliers of all types (3G, 4G, WiMax, etc). The weaknesses of the strategies employed by the existing OSS/BSS suppliers are the strength for NVIOS. NVIOS and XMAS are going to be positioned on the strengths of their respective products and the strengths of the company behind it (SK C&C).

For NVIOS, this includes:

- 50% Reduced Implementation Timelines and Cost Reduction
- Business Flow Based Development with Pre-Built Common Modules
- Industry Best-Practices
- Integrated End-to-End Solution including Order Entry, Provisioning, Mediation, Rating, Settlement, Customer Care and Billing
- Standards-based Platform (IDE, J2EE)
- Development Support Tool that hold up various configurations

For XMAS this includes:

- Extensible Mobile Application Platform for developing wireless applications on a variety of Mobile Platforms
- Expansion of existing websites to the mobile domain.
- All Handling functions utilizing its innovative Virtual Database Technology.
- Data Acquisition to Data Delivery
- Development that is relatively easy with provided GUI tools
- The use of UI only and does not contain business logic
- The use Stylesheet Engine to provide different output to different devices
- Low Maintenance Cost
- Deployment as a native Java client with no additional effort
- Support of all platforms (VM, WAP, WIPI, BREW, WINCE, iPhone, RIM)

## Pricing Strategy

Product pricing will be carefully analyzed across all competing pricing offers and priced to represent the end-customers' and client's best interests.

## Sales Strategy

Global-i has organizational structure that supports closely integrated Go-to-Market, Business Development and Sales under one group. The Go-to-Market team will be led by the Solution's Leader and will have the full support on the market, product, technology and sales side from the Global-i GTM Practice Management Team.

## Support and Partner Strategy

Particularly for the first six months, we will estimate the head count required to support the new services and then execute upon demand. Based on the customer demands/requirements and SK C&C support options, we may bring on managed services capabilities via Global-i services. We may also find it suitable to integrate partners to SK C&C's products.

## Product Strategy

Global-i will closely align its Go-to-Market plans with SK C&C's business and product strategy today, and Roadmap strategy in the next releases. Although, we believe that SK C&C's current product features and architecture is robust with a solid roadmap ahead, however, we will work closely with customers in contributing towards localizing the product and the overall strategy for the North American markets even closely. We would like to embed ourselves in Product Planning and Release Planning of both the products.

<b>Primary Lead and Support Roles for these Activities</b>		
<b>Components</b>	<b>Primary Lead</b>	<b>Support</b>
<b>Market Strategy</b>	Global-i	SK C&C
<b>Offer Strategy</b>	Global-i	SK C&C
<b>Positioning Strategy</b>	Global-i	SK C&C
<b>Pricing Strategy</b>	Global-i	SK C&C
<b>Sales Strategy</b>	Global-i	SK C&C
<b>Support and Partner Strategy</b>	Global-i	SK C&C
<b>Product Strategy</b>	Global-i	SK C&C

## Go-To-Market Activities

### Marketing and Communication Plan

Global-i will develop and execute a marketing and communication plan. The existing marketing material on the NVIOS/XMAS products will be a component of the marketing

plan and initial sales kit. Variations of these materials will be made based on customer needs and feedback.

## Demand Creation

Global-i will develop and execute a comprehensive and targeted demand creation plan, based on the strategies formulated earlier. High emphasis will be put on developing and delivering starter packages for trial systems which will be placed in the labs of the prospects. Also, critical efforts will be made towards promoting the SK C&C platforms for implementing new service initiatives and not so much on migrating legacy services and customers on the SK C&C platforms.

## Marketing Collateral Support

Both Global-i and SK C&C will contribute actively to all necessary collaterals needed to support marketing and customer engaging activities.

## Sales Support

Global-i will contribute actively to proposal, pitch preparation, sales campaigns and sales tools for prospective client requirements.

## Training

Both Global-i and SK C&C will contribute actively to demo and training for a given client requirement.

## Operations and Fulfillment

Both Global-i and SK C&C will contribute actively towards product and overall solution related fulfillment.

## Testing

Both Global-i and SK C&C will contribute actively to assisting customer teams to perform lab testing and market trails.

## Customer Experience & Satisfaction

Both Global-i and SK C&C will contribute actively to enhance Customer Experience and Satisfaction.

<b>Primary Lead and Support Roles for these Activities</b>		
<b>Components</b>	<b>Primary Lead</b>	<b>Support</b>
<b>Marketing and Communication Plan</b>	Global-i	SK C&C
<b>Demand Creation</b>	Global-i	SK C&C
<b>Marketing Collateral</b>	Global-i	SK C&C

<b>Support</b>		
<b>Sales Support</b>	Global-i	SK C&C
<b>Training</b>	Global-i	SK C&C
<b>Operations and Fulfillment</b>	Global-i	SK C&C
<b>Testing</b>	Global-i	SK C&C
<b>Customer Experience &amp; Satisfaction</b>	Global-i	SK C&C

## Business Process Integration

### Needs Assessment

Based on customer requirements and scope Global-i will conduct customer assessments, service readiness, solution architecture, solution design, requirements gathering/management, program/project management, solution development, proposal generation, contract development, contract execution, procurement and solution deployment.

### Sales Process

Based on product capabilities and customer needs, we will determine the potential client list. Groups within a service provider organization that are most likely to buy OSS/BSS solutions will be targeted and NVIOS strengths will lead to successful sales strategies to those groups. We will make contact at the appropriate level for each potential client **using current and past contacts**. Then we will obtain Scope and Requirements for each of the potential clients, which will lead to a joint development with SK C&C of proposals (RFPs) of the NVIOS and XMAS solutions.

### Order Process

Based on customer procurement and SK C&C ordering process Global-i will drive customer activities for trial and full-blown system deployments.

### Implementation Process

Global-i will work closely with the customer and the SK C&C teams to ensure all modules are implemented properly meeting all customer requirements.

### Maintenance & Monitoring & Care

Global-i will work closely with the customer and the SK C&C teams to ensure all modules are under proper maintenance and monitoring.

<b>Primary Lead and Support Roles for these Activities</b>		
<b>Components</b>	<b>Primary Lead</b>	<b>Support</b>
<b>Needs Assessment</b>	Global-i	SK C&C
<b>Sales Process</b>	Global-i	SK C&C
<b>Order Process</b>	Global-i	SK C&C
<b>Implementation Process</b>	Global-i	SK C&C
<b>Maintenance &amp; Monitoring &amp; Care</b>	Global-i	SK C&C

## **Business Model**

### **Forecasts**

Global-i will utilize both primary data and syndicated data, and collaborate with SK C&C teams to develop the most accurate and encouraging forecasts for both solutions.

### **Business Case**

Global-i will collaborate with customer teams to develop the most attractive and compelling business cases on a customer-by-customer basis. Global-i will utilize strong financial justifications to gain a buy-in at the C and V-suite levels and provide validation at the mid-executive levels to tie in the investment case with organizational and enterprise objectives.

<b>Primary Lead and Support Roles for these Activities</b>		
<b>Components</b>	<b>Primary Lead</b>	<b>Support</b>
<b>Forecasts</b>	Global-i	SK C&C
<b>Business Case</b>	Global-i	SK C&C