

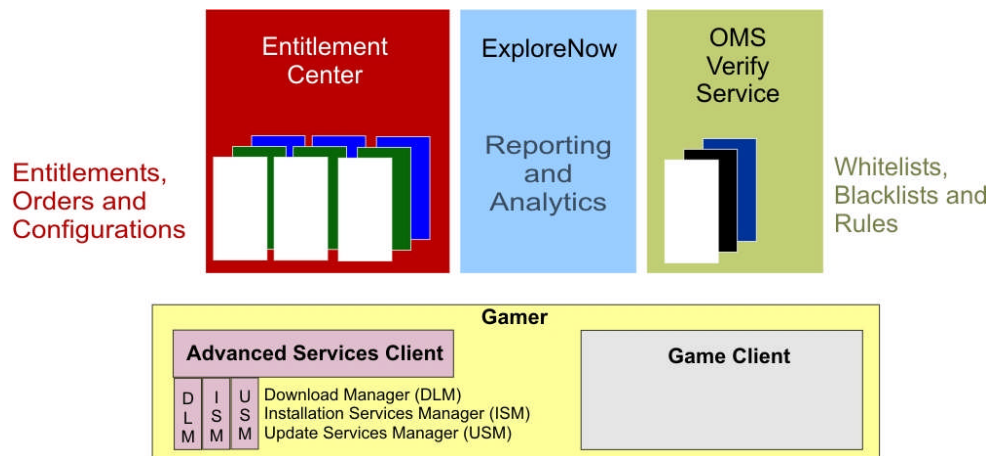
Solution Brief



Online Gaming Solutions from OMS SafeHarbor

Solution Architecture

OMS offers a three tier solution specifically built to meet the requirements of Online Game Publishers. The solution offers a path from basic services to the creation of customized Gaming Portals.



Advanced Services Client

The Advanced Services Client (ASC) provides a Java-based client which is auto-installed and self-maintained. It provides a platform for a variety of plugins including the base Download Manager (DLM). OMS believes the ASC would provide the following benefits to the game publisher:

- Reduce failures and therefore reduce both support and transfer costs through error detection (checksum verification) and automatic retry;
- Utilize end-user messaging (promotional, informational or service). Targeted (per user) messaging requires the Entitlement Center;
- Reduce download transfer times through multiplexing;
- Increase customer satisfaction through customer controls like pause/resume, automatic restart, resource throttling and scheduling;
- Decrease customer frustration by checking the target machine before starting a download through environment verification (insufficient space, time-to-service or unsupported environment); and
- Gather basic device configuration information including OS levels and other environmental data and place the information in a central reporting repository.

Verify Service

This combines the ASC with our Ensure compliance engine to determine service permission before downloading is started. Downloads can be denied based on:

- export compliance – US Denied Parties List (this requires user identification);
- geolocational lookup – Country Restrictions based upon IP Address;
- service limits – limits the number of downloads per user/device per time period; and
- device recognition and enforcement – devices can be identified and locked out from downloads/application execution.

The major benefit for the game publisher will be with the potential reduction of repeat offenders (such as gold farmers) gaining access (disrupting play, abusing the publisher's resources) and by ensuring that downloads (which cost the game publisher money) are not started for ineligible devices/users.

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Entitlement Center

This adds our entitlement management products to the solution, thereby enabling advanced services like updates and installation management. It also broadens the reporting available to encompass products, orders and customers along with their entitlements and configurations.

The entitlement center is focused on providing customized service to each of your customers. It can be leveraged with the ASC to ensure clean alignment between entitlements (based upon sales orders) and customers, configurations and activities. Together the ASC and the entitlement center offer the ability to present three types of messages: promotional, service and instructional. These messages can be targeted to a specific user based upon specific criteria. Making it easy for your customer to view all their messages, entitlements and activities and making it easy for you to communicate with, interact with and analyze your customers and their potential needs.

Staged Deployment Benefits

OMS architecture offers the benefit of staging the solution's deployment in a non-disruptive and transparent method.

Stage 1

Initially, The Advanced Services Client (ASC) and Verify service would be deployed with existing properties to build/manage restriction lists before deploying any new game properties. The deployment can occur transparently to the game publisher's user base as part of a game client update as well as part of any new initial product deliveries. The game publisher would immediately begin to realize savings in download costs and be able to reduce potential in-game piracy for all the game publisher's properties based upon one common delivery platform.

During this stage OMS can host the all the necessary infrastructure and services related to delivery including CDN connection and reporting while the game publisher would be responsible for the administration of the solution.

Stage 2

In the second stage, OMS would deploy its Entitlement Center and use self-registration as a method to enable users to download beta and free trial versions. OMS can provide further cost savings through implementation of our "Class of Service" feature which allows the network transport method to be selected based on either the product or the user as set by the Game Publisher. This allows designated deliveries to use a service associated with a specific level of priority for instance non-priority thereby reducing premium service consumption.

The Entitlement Center provides each end user with a custom list of their entitlements and provides a standard method for users to maintain their profile including subscription and/or product registration information. It can be leveraged by marketing and customer support groups to gain access to configuration and order/product data through our central reporting environment and to leverage OMS' future intelligence engines and function specific analytics.

Additional Software and Services

OMS offers software release management and customer relationship management (CRM) software and services to further extend the benefits of OMS solution for the Online Gaming market. Please review the documentation listed below for the specific details about how these products and services will increase the connection between your software and your customers.

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Additional Documentation

<i>Beacon CRM Solution</i>	http://www.o-ms.com/documents/Beacon_CRM.pdf
<i>A Modular CRM Approach</i>	http://www.o-ms.com/documents/Modular_Solution.pdf
<i>Advanced Services Client - Download Manager</i>	http://www.o-ms.com/documents/Improving_the_Odds.pdf
<i>Creating a Customer Centric Data Warehouse</i>	http://www.o-ms.com/documents/Data_Warehouse.pdf
<i>EntitleNow!™</i>	http://www.o-ms.com/documents/Software_Entitlement.pdf
<i>ACROSS – ESD</i>	http://www.o-ms.com/documents/Software_Distribution.pdf
<i>RESCUE - Release Management</i>	http://www.o-ms.com/documents/Release_Management.pdf
<i>OMS Services</i>	http://www.o-ms.com/documents/Connecting_Software.pdf

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