

CoreTalk Executive Summary



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EXECUTIVE SUMMARY – THE CORETALK PROPOSITION

1.1. Introduction

Five years ago Backbone Technologies recognised that the wireless networks would provide a platform for significant expansion of business solutions into the Small and Medium (SME) business realm. Backbone Technologies also recognised that SMS/TXT provided the highest penetration of any wireless information carrier, particularly in developing countries. It is from this base that Backbone Technologies started to develop a business communication solution that would suit “all business”. The result is the CoreTalk system – the worlds most advanced SMS-CRM (Customer Relationship Management) solution.

CoreTalk has not remained in the SME market space, it has found a niche in many large corporates and now can be found operating in banks, government, medical, mining and insurance industries amongst others.

1.2. Background – the Wireless solutions market space

According to the Telecommunications Industry Association, “Wireless is the hottest growth sector in telecommunications today” and, within this sector, the fastest growth is occurring in previously un-serviced business sectors. Whilst it is true that many major enterprises are already well connected via fixed line fibre-optic solutions, even these enterprises have a need for mobile computing within certain departments – in effect, they have a mobile business layer.

However, the “wireless” market space is very competitive. Many solutions are coming online, all of which are striving to capture the potential wireless client. Many of the solutions offered are starting to spread their services internationally, so it is no longer a case of ‘only one solution allowing for international connectivity’. So the potential client is in the optimal position of having a variety of solution providers.

Most businesses are, however, unlikely to adopt wireless services over their existing methods, if the sales pitch is based purely on wireless connectivity. Wireless service providers need solutions that provide real business benefit to assist in “clinching” the deal.

CoreTalk is such a solution. CoreTalk is focused at the GSM/CDMA wireless network user and hence is attractive to the GSM/CDMA networks. It offers Customer Relationship Management abilities and utilises interactive SMS/TXT, eMail and Internet connectivity to give real, *substantial* business benefit. Accordingly, it provides the networks with an opportunity to capture the wireless client by bundling the data solution with the text solution.



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1.3. CoreTalk Overview

CoreTalk is a business application that has universal appeal and enables businesses, even small ones, to work smarter and more profitably. CoreTalk has simplified the various specialized text messaging solutions into a single package and built a simple Customer Relationship Management (CRM) interface to link the text communication facilities into a common structure. This CRM interface also allows the logging of voice communication. CoreTalk provides the following functionality:

- SMS based scheduling
- Bi-directional SMS/TXT messaging to individuals or groups
- SMS Promotions/Competitions
- SMS Database connectivity
- SMS Marketing
- SMS Reporting
- SMS to eMail and eMail to SMS forwarding.

All of this is retained in a CRM structure that allows the user to see any/all communications that a contact has been involved in at a glance. Until now, it has been costly to introduce interactive text solutions into a business. This is because it required complex integration with an internet gateway text solution. The cost of maintaining the solution was also high, and included monthly subscriptions to fixed line service providers as well as the text solution provider.

CoreTalk has been designed to allow for “plug and play” deployment. This means that all businesses can now afford to incorporate a SMS solution into their business processes.

CoreTalk has been specifically designed and priced to be accessible to SME business market. It is designed for installation by the end-user and the pricing structure includes a nominal monthly subscription making it very affordable to any business.

CoreTalk's **minimum technical requirements** are:

- Pentium 3 or equivalent processor
- 256 MB of ram
- Windows 2000 operating system and above
- 300 MB free hard drive space
- 1 free USB port.



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1.4. The CoreTalk Business Partnering Opportunity

CoreTalk offers business partnership potentials to three major players in the wireless market space.

They are:

1.4.1. The GSM/CDMA Network

The GSM/CDMA networks are finding themselves in an increasingly competitive “wireless data” environment. Wireless technologies - other than those provided by the GSM/CDMA networks - are eroding what was, until recently, a GSM/CDMA network stronghold. In providing these services they are also facilitating the expansion of VOIP (Voice over IP) solutions, which further erodes the GSM/CDMA voice services, which thus far have sustained them.

What is important to all these wireless service providers is that they capture and retain the wireless data user.

CoreTalk offers an advantage to the GSM/CDMA networks through its ability to utilise SMS/TXT, a communication medium that distinguishes the GSM/CDMA networks from alternate wireless data offerings, to deliver a valuable business enhancing service to business. It then also makes use of TCP/IP network services to provide additional data services. From this base the Network can grow its data service offerings.

GSM/CDMA Mobile networks now have the ability to use the primary demand for a business text and CRM solution as a catalyst to capture the wireless data market.

1.4.2. The Modem OEM's

GSM/CDMA modem manufacturers are striving to extend their GSM/CDMA product base from the process monitoring solutions that they have traditionally supported into other business spheres. To achieve this, they need to offer viable business solutions that will utilise their hardware offering and package it as an OEM packaged solution to the GSM/CDMA network. The wireless data modem as a stand alone product has little to differentiate it from competitor products. It needs to partner with business solution offerings, in order to gain marketing leverage.



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1.4.3. CoreTalk Distributors

To be successful the GSM/CDMA Network and the Modem manufacturer require effective distribution of their hardware and services. This requires business orientated distribution networks. Traditionally, neither the Network nor the Modem manufacturer has been very successful in selling solutions to business. This was because, primarily, neither was business solution orientated. The Network's idea of a business solution was data connectivity and eMail, whilst the modem manufacturer rode on the Network initiative as an enabler as far as possible, or defined a hardware solution that addressed a specific, but limited, audience.

What is missing from this formula is a viable, pragmatic business solution that enables the client business to gain a real business advantage and thereafter an effective business distribution arm. The need for effective distribution channels is paramount to the success of all parties in the relationship.

1.5. Conclusion

CoreTalk pulls these three primary GSM/CDMA players - the Networks, the Modem OEM and the Distributor - into a close symbiotic relationship. It provides an excellent business opportunity for any one of the three players, and ultimately involves all three.

CoreTalk has been specifically built to accommodate the SMS and CRM communication requirements of virtually any business. It is currently utilised by banks, insurance companies, mining companies, medical companies, the motor industry, and in agriculture - amongst other businesses. It is marketed on a lease basis and is affordable to all businesses. The product has been developed so that it can easily be adapted to any language.

We, at CoreTalk, are very keen to encourage distribution across the globe and invite enquiries to be sent to info@gobackbone.com or you may directly contact:

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