

Directory Assistance Platform



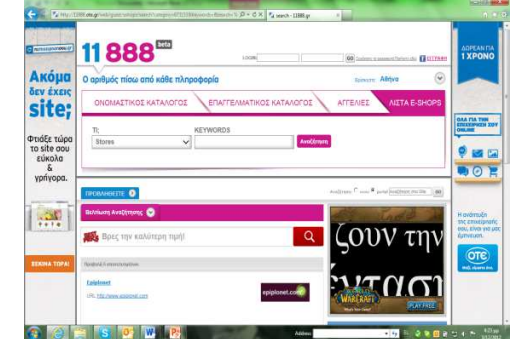
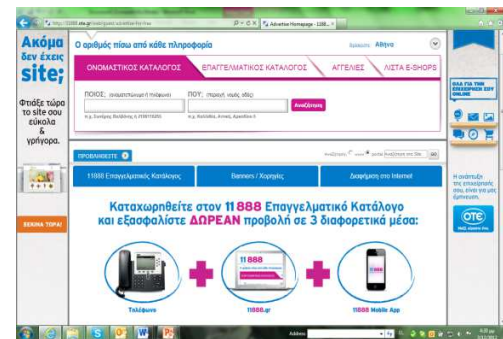
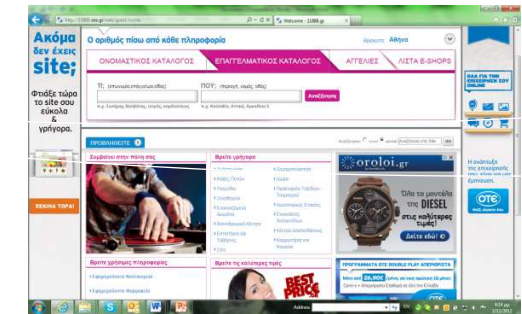
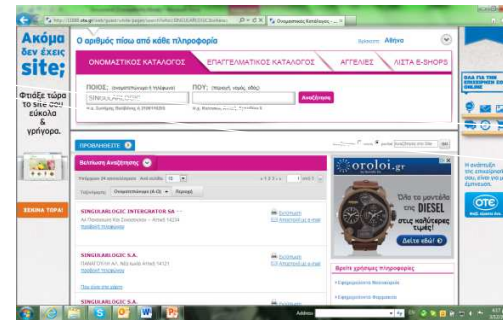
OBJECTIVES

- Become THE 'recognizable' Internet meeting-point for users and a steadily improving income stream for OTE.
- Create a new web Local hub portal that should cover extensively the local search market (Whitepages / Yellowpages / e-shop directory / classifieds / Lifestyle e.t.c.), accessing available services from any possible device, thus offering a unified & unique 'User Experience' to every user category
- Adapting content & services offerings to different user-profiles and user-locations
- Built on a unified modern, robust, open portal platform (Liferay Enterprise Portal) and provide a common flexible and easy to use platform integrated with various backoffice systems and content providers.
- Development and deployment on a central portal technology platform for achieving maximum integration and ease of content and application maintenance.
- Integration of the new platform with OTE's existing back-office systems for leveraging existing data, applications and business processes.
- Redesigning, extending functionality and repackaging of existing services using the latest technology capabilities and standards.
- Adding new services and bundling them with existing ones, so as to provide increased visibility and improved end-user experience and satisfaction.



Vision

To be established as a point of reference in the internet map by building an innovative platform capable of offering unique user experience with a new Local Hub Portal under the 11888 brand.



Multichannel

WEB MOBILE TELEPHONE

Based on Customer needs for flexible, fast and accurate retrieval of information



PORTAL

MOBILE APP



CALL CENTER

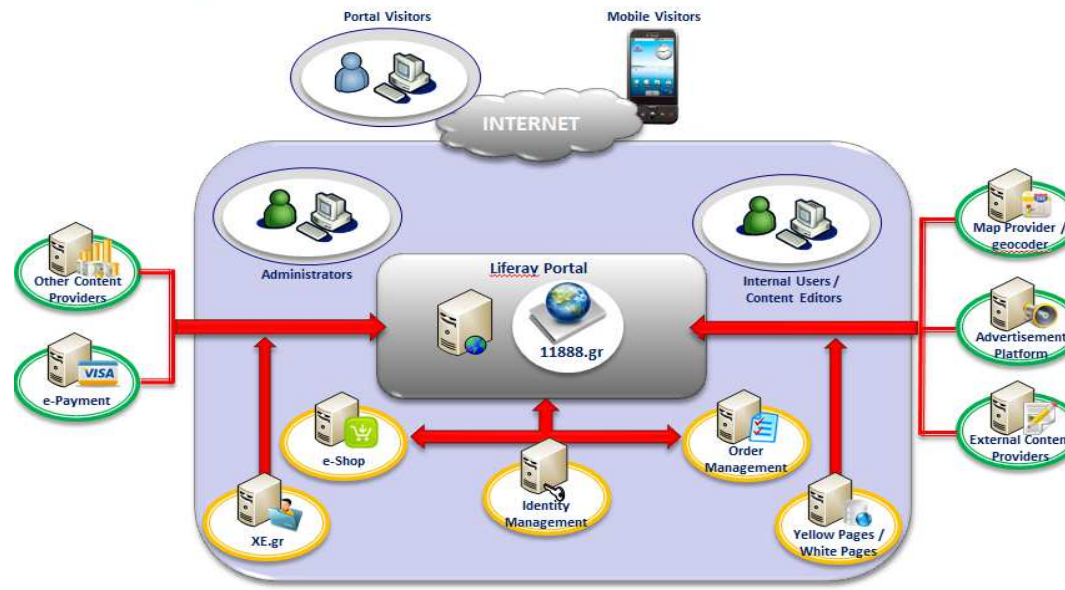
BENEFITS

- Offer a central contact point to the end user, instead of existing various vertical Portals
- Create a new income stream from advertisements, 'sponsored' content as well as 'prime quality' services to end users
- Increase sales through electronic shop and customer self-services
- Minimize development and maintenance costs by adopting and investing on a new portal technology platform, offering maximum integration, versatility in expansion and ease of content and application maintenance
- Create a new 'service' channel with OTE's customers, improving communication, offering advanced services and discriminate OTE from other Telcos

DIRECTORY ASSISTANCE PORTAL

- ASK FOR A PROFESSIONAL
- ASK FOR A RESIDENT
- ASK FOR AN ADVERTISEMENT
- PUT YOUR OWN ADVERTISEMENT
- LOCATE YOURSELF
- ASK LOCAL INFO
- USEFUL INFO
- FIRST AID HELP
- SHOP IN A SHOP
- PROMOTE YOUR ENTERPRISE
- SOCIAL MEDIA CONNECTION
- E-SHOP
- MOBILE APP EXTENSION

High Level Architecture Overview



INFORMATION IN YOUR DOORSTEPS

Modern , Robust, Integrated , Connected, Fast , Accurate ,Versatile