

ForgetMeNot Africa removes need for PC and Internet during mobile messaging

Contributed by Michael Schwartz
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With an implementation cycle of a matter of weeks, carriers can quickly enjoy additional revenue streams, monetising channels previously unavailable to them and offering a unique differentiator point - an array of value-added messaging services to their entire customer base. Since it does not require a data contract, Message Optimiser allows operators to increase ARPU and reduce churn amongst its pre-pay customers.

End-users benefit from the simplicity of ForgetMeNot's Handset Initiation (HI) technology, which turns even the most basic mobile phone into a "smarter" Internet-capable, multi-channel messaging device, instantly providing two-way email and two-way instant messaging for both pre-pay and post-pay users alike. HI technology is becoming vital not only for developing nations where PC and Internet access is very low but it also allows users globally to have access to email and instant messaging without the need for more expensive smartphones, a PC or Internet connection.

Last November LonZim plc acquired a controlling interest in FMN Africa, and has since established a strong presence in both communication and finance in the region by investing in Celsys and Paynet, both of which offer strong synergies with FMNAfrica and further opportunities to enhance LonZim's portfolio of investments.

Jeremy George, COO of FMN Africa comments: "In today's maturing mobile markets, mobile operators are increasingly focused on customer retention and service differentiation. Message Optimiser meets both needs offering a new revenue stream from their existing subscriber base while offering customers a unique service."

ForgetMeNot Africa is a "Software as a Service" (SaaS) company specialising in Unified Messaging that supports seamless interoperability between SMS, email and Instant Messaging clients for telecommunications operators. It is a division of ForgetMeNot Software Limited, based in Hong Kong with operations in London and Los Angeles.

- More info: www.fmnssoft.com