



Emerging Business Success

IM Services Provider Accelerates Growth with New Partnership

Instant Messaging (IM) has transformed the way people communicate online. Today, there are on average between 10 and 14 billion IM messages sent each day, with more than 850 million registered IM accounts in existence worldwide. Among IM and entertainment service providers, Miyowa, based in Paris, France and with 40 employees, is a prominent service provider and has taken a leading role in mobile IM and entertainment.

With the technical support from Microsoft and product groups such as Windows® Live™ Messenger, Miyowa was recently selected with mobile operator Orange for a trial of a Windows Live Messenger client on Java phones. Its business continues to accelerate, recently raising €3 million (US\$3.9 million) in venture capital funding due to its innovative technology offering, leadership position in the mobile IM market, and vision of what mobile IM services will be in the future.

Opportunity and Innovation

Innovation is key within this highly competitive market, and companies need to deliver services that maximise user convenience. Miyowa has consistently met these challenges with value-added solutions such as MoveMessenger™, which provides users with access to their IM accounts through mobile devices when they are not directly connected to the Internet.

In addition to innovation, it is important that service providers can collaborate with third parties to drive business growth. As a result, Miyowa has partnered with Microsoft over the

past 18 months to deliver Microsoft® Instant Messenger and MSN services through mobile devices.

By partnering with Microsoft, the company has expanded its service to include the millions of Windows Live Messenger users. The partnership has given Miyowa the opportunity to develop alongside the Microsoft Mobile product group and the chance to create more community-driven mobile offerings. Miyowa is now looking to offer additional access to Windows Live products and services on mobile devices.

Fast Facts

Company Name: Miyowa
Country or Region: France
Web Site: www.miyowa.fr

Partner Profile

Paris-based Miyowa is a leading service provider in mobile Instant Messaging and entertainment with 40 employees. It has developed expertise in working with mobile operators and portal communities.

Benefits

- Improved status drives customer acquisition.
- Better access to markets expands customer base.
- Technical support accelerates product development.
- Flexible technology extends platform compatibility.

MIYOWA
 Share your emotions!



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Pascal Lorne, Chief Executive Officer, Miyowa

Great Support Drives Rapid Business Growth

The relationship with Microsoft has ensured Miyowa can accelerate business growth. For instance, the company is part of the Microsoft France Economic Development of Software Publishers and Start-ups (IDEES) programme and gains access to Microsoft technical consultancy, receiving a budget from Microsoft to market its products. Microsoft has also introduced Miyowa to venture capital partners through its Initiative for the IDEES programme and global i-mode mobile operators.

Partnering Status Supports Customer Acquisition

Working with Microsoft has helped Miyowa gain business from leading mobile operators. They include Cellcom in Israel, Cosmote in Greece, StarHub in Singapore, and O2 in the United Kingdom as well as Orange. An important acquisition has been Bouygues Telecom of France, which came to Miyowa looking for a way to include IM services in its i-mode offering.

Bouygues was impressed with the ties Miyowa had with Microsoft, and Windows Live Messenger as it offered access to France's largest IM community.

With Miyowa working hand in hand with Microsoft, it brought a custom solution to Bouygues in seven weeks. The solution has surpassed expectations, providing users with a seamless experience, and increasing average revenue per user (ARPU) numbers for Bouygues. Within five weeks of introducing it, Miyowa's "Mobile MSN" service rose to become one of Bouygues most used portals.

Olivier Laury, Director of i-mode Content at Bouygues Telecoms, says: "Due to the technology of Miyowa and Microsoft, Bouygues Telecom provides the best mobile Instant Messaging service, simply because it offers mobile users the same experience as on computers."

Improved Access to IM Marketplace and Prestige

The partnership with Windows Live Messenger has ensured Miyowa can offer its services to the users of one of Europe's leading IM environments. "The partnership with Microsoft has been fantastic for us," says Pascal Lorne, CEO of Miyowa. "The ability for us to offer mobile MSN to our customers has doubled our revenues with many of the major mobile operators."

The partnership with Microsoft has also helped the company establish relationships with many mobile operators. "Our customers want to see products that have best of breed services. The partnership with Microsoft is a real business booster and brings a lot of credibility to our offering," says Lorne.

Technical Growth

The close collaboration between Miyowa and Microsoft has helped speed up the integration of solutions, and the ability of Miyowa to offer customised service offerings to customers.

"Our research and development teams worked together over many weeks, and due to the richness of these exchanges, we have managed to build the most successful mobile IM offering to date," says Lorne. "The result has been an environment that can be easily embedded in any carrier, with a reliable, seamless, and user-friendly interface."

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Further Information

www.miyowa.fr
www.microsoft.com
www.microsoft.com/france/idees