

# BASE COMPANY



a division of



## BASE Company - a telephony services and broadband internet brand operated by KPN Group Belgium/KPN

Since 1999 BASE Company, a wholly owned subsidiary of KPN Group, has been the challenger in the mobile market in Belgium. They are passionate about continuously improving for their customers and are constantly looking at how they can enhance their products and services.

BASE and AppDirect have been partners for over seven years. BASE was in search of a partner that could consolidate its content and service billing, along with authentication integrations. AppDirect was the clear choice, as the AppDirect app management platform allows BASE to quickly and cost-effectively release new and exciting monetized content offerings to its users.

Today AppDirect enables authentication and billing services for BASE mobile users. AppDirect is the master integrator for BASE, managing all connections and monetization for key mobile store partners including Google, BANGO, Microsoft, PayPal and Samsung.

BASE's master integrator, AppDirect provides a number of services including:

- On-network consumer authentication to ensure users only have access to approved services for their plan and consumer type
- Wi-Fi consumer authentication to ensure consumers are seamlessly authenticated as BASE customers, even when browsing anonymously on Wi-Fi

- Enabling and tracking premium transactions, including one-time and subscription-based charges
- Presentation of content and purchase pages across all manner of connected devices, including mobile, tablet and PC
- Reporting and analytics services highlighting transaction and refund history for both BASE and its store partners
- Supporting BASE Customer Service Representatives with online tools allowing them to resolve content questions in real-time with BASE users

As the types of devices evolve and content continues to expand, BASE and AppDirect continue to work together to expand the stores and content that BASE customers are able to download, stream and view on their chosen devices.