**aplimedia**
*We Sell Results*

**VMS**

# VAS Management System

**Product Presentation**

**Meet us at MWC 2022
Booth Location: Hall 5, Stand 5C26**

# Who is Aplimedia ?

# Who we are

A 28-year-old ,VAS technology, and managed service provider dedicated to empowering regulators, VAS aggregators, and MNOs with high revenue, fraud free, VAS solutions and technologies

We strive to lead the VAS aggregation market, with utmost focus on robust, feature rich dynamic solutions

Our mission is to support and complement The MNOs with the latest technologies and hands on experience, to increase revenue and exposure to global traffic generators in an automated and smart VAS ecosystem.

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# Our Reach

**100+**
VAS Partners

**A Target market of**
**550M+**
Subscribers

**Clients in**
**55+**
**Countries**

**80+**
MNO Clients

**56M+**
**Paid transactions/month**
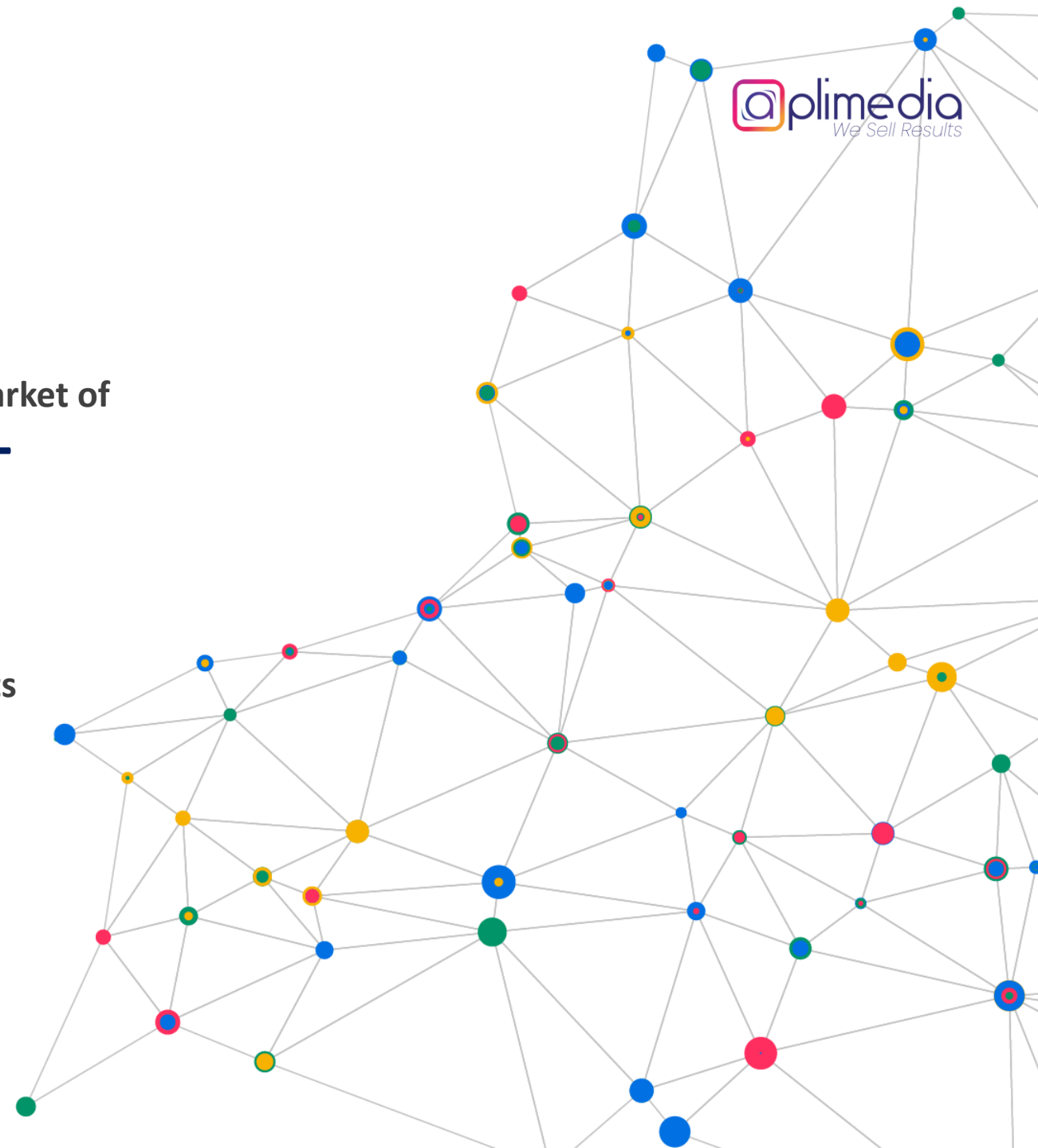
# Our Clients

**MTN**
*Cameroon*

**Sabafone**
*Yemen*

**Africell**
*Gambia*

**Epic**
*Cyprus*

**Korek**
*Iraq*

**Africell**
*Sierra leone*

**TNM**
*Malawi*

**Etisalat**

**TMCEL**
*Mozambique*

**Al Madar aljadeed**
*Libya*

**Nexttel**
*Cameroon*

**Telkom**
*Kenya*

**AsiaCell**
*Iraq*

**Zain**
*Iraq / Media World*

# Our Partners

THALES

EVINA

Media World

mbc GROUP

IT Max GLOBAL

portal
FOR INFORMATION AND COMMUNICATION
TECHNOLOGY ,LTD

velti

simbrella

Trendy Tech

Smartoptimus Technologies

# The VAS Management System (VMS)

# Market overview

- The **VAS industry** has undergone tremendous changes in the past two decades resulting in immense pressure on MNOs, regulators and aggregators to try and stay relevant.

- One of the **most significant changes** is that end users are becoming digitally savvy, pickier on the types of services they are ready to adopt and pay for. The new environment requires catering to both digital and legacy services.

- These changes present a **multitude of challenges** for MNOs, regulators and aggregators including the ability to effectively reach end users through personalized communication, onboarding them through effective provisioning mediums, and providing them with value that truly justifies the cost they pay.

- In addition, **MNOs, regulators and aggregators** need to deal with fraud proliferation especially when moving towards digitization. Adopting the highly needed Antifraud solutions is required to protect your customers, minimize customer churn and the loss of revenue due to fraud.

# VMS Overview

**The VMS is a full-fledged VAS ecosystem that hosts, enhances, and automates all your VAS needs through one platform that offers:**

- One smart, unified VAS hosting ecosystem with quick and easy screening editing and onboarding processes.
- All provisioning mediums including Voice, USSD, SMS and digital provisioning.
- Wide reach through a complete CMS powered by powerful promotional platforms, including Smart SMS, OBD, USSD Push and Wrong IVR
- Seamless integration with digital promotional mediums.
- State of the art customer support
- Fraud prevention
- Smart recommendation based on Big Data and AI

# Why VMS?

- **The VMS** provides MNOs regulators and aggregators with the perfect ecosystem to host, manage and optimize an ever-expanding number of merchants and content providers

- **The VMS** allows for complete control over the operation including defining levels of responsibility and accountability based on KPIs, workflows as per agreed upon business rules, and customer journeys

- **The VMS** connects MNOs and aggregators with digital merchants through a unified infrastructure that allows the management, promotion and provisioning of digital products and services, and provides a seamless payment experience to end users via direct carrier billing

- **The VMS** allows for smart personalized communication with end users leading to validity of the pushed communication and the efficiency of promotions.

- **The VMS** provides MNOs, regulators and aggregators with advanced fraud control capabilities resulting in the the abolition of fraud and constructive relations with regulators.
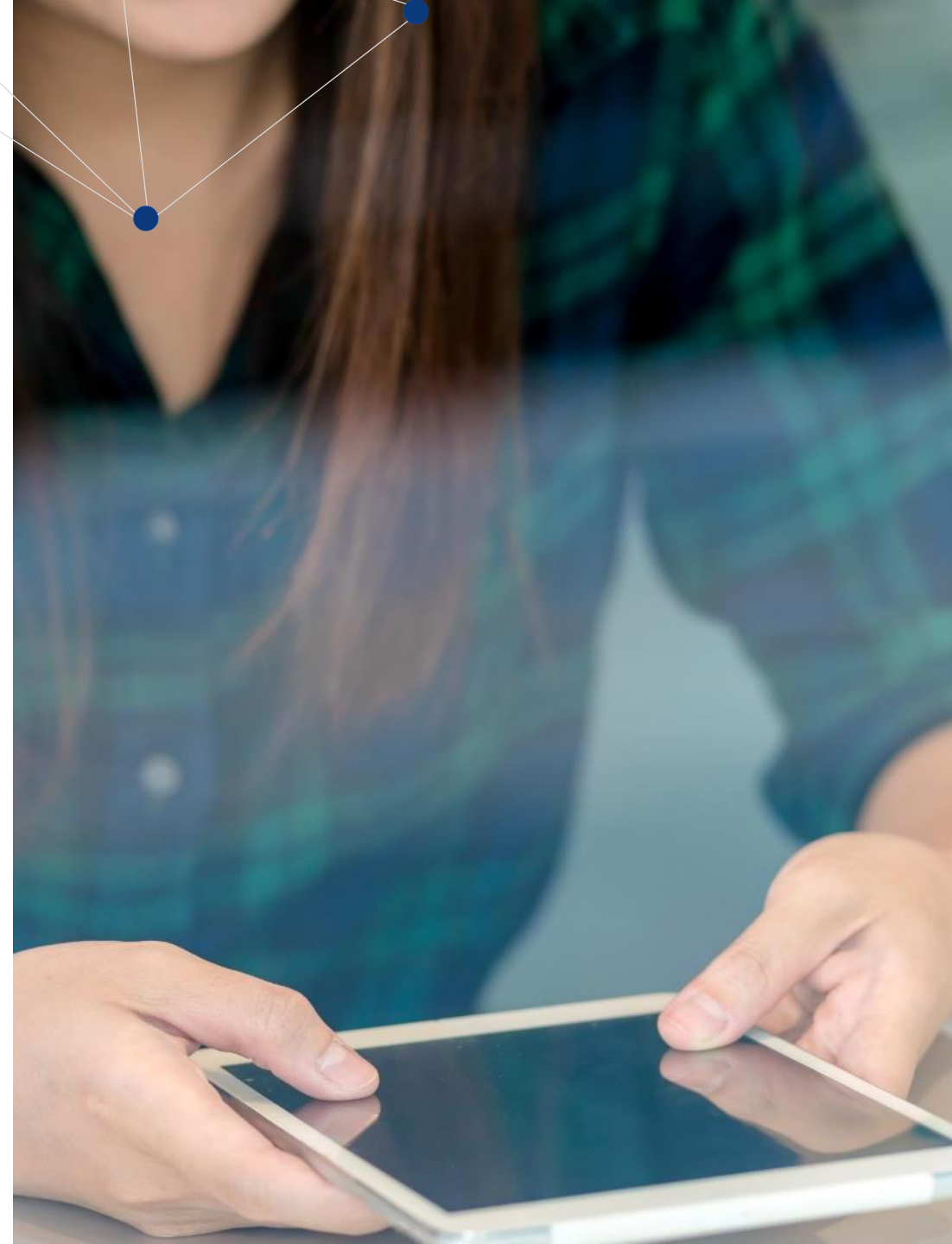
# Complete Cycle from Onboarding to Billing

- **The VMS** allows for complete operational management, from receiving service requests, reviewing, editing and approving service providers to going live.

- **The VMS** provides MNOs and aggregators with the ability to promote their digital and legacy services utilizing a multitude of promotional tools including Smart SMS, OBD, USSD Push, Wrong IVR; as well as seamless integration with digital promotional platforms

- **The VMS** allows for immediate provisioning resulting in quick service fulfillment via a wide array of mediums including Voice, USSD, SMS and Header Enrichment

- **The VMS** is a smart platform powered by a state-of-the-art recommendation engine , providing MNOs and aggregators with the ability to intelligently segment users resulting in more effective personalized campaigns across all marketing channels

- **The VMS** provides unrivaled analytic reporting and visibility, KPI threshold alarms, and much more.

- **The VMS** platform is designed to equip customer care agents with all the tools necessary to address all types of customer complaints

# Combating Fraud

- The VMS combines state-of-the-art technology, experience,  and best-in-class data analytic tools, to provide the needed  defense against fraudulent activity.

- The VMS boasts built in capabilities to combat and eliminate various types of legacy fraud including over charging, forced opt-in, disabling opt-out, repeated content, and churn fraud

- The VMS also combats digital fraud including click jacking, malware, spoofing, bots and JS injections

# Complete Charging Flexibility



**The VMS provides MNOs and aggregators with multiple methods for charging and billing optimization including:**

**Service charging optimization**

- Retry charging rules
- Downgrade charging mechanics
- Capping the maximum amount, a user is charged per month
- Zero Balance notification. (e.g. trigger top up notification based on failed purchase)
- Out of balance feature

**Charging Analysis**

- Analysis of billing success rate and failure reasons is provided to optimize pricing, frequency, and applicable business models

# The VMS System

**The VMS acts as a middleware layer that stands between the MNO and SPs where all requests pass through it as shown in this figure**
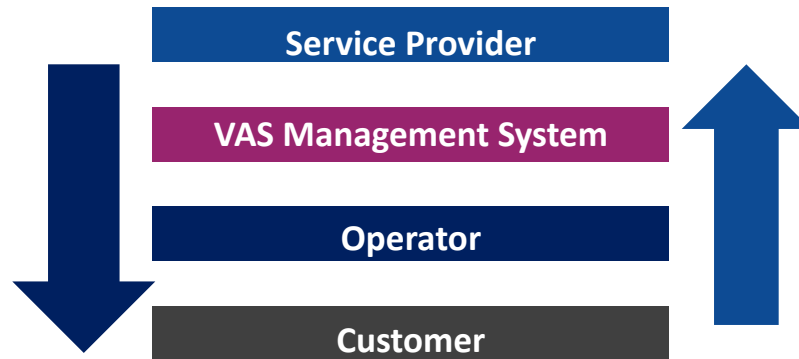
# VMS Admin Tools

## *Dashboard*
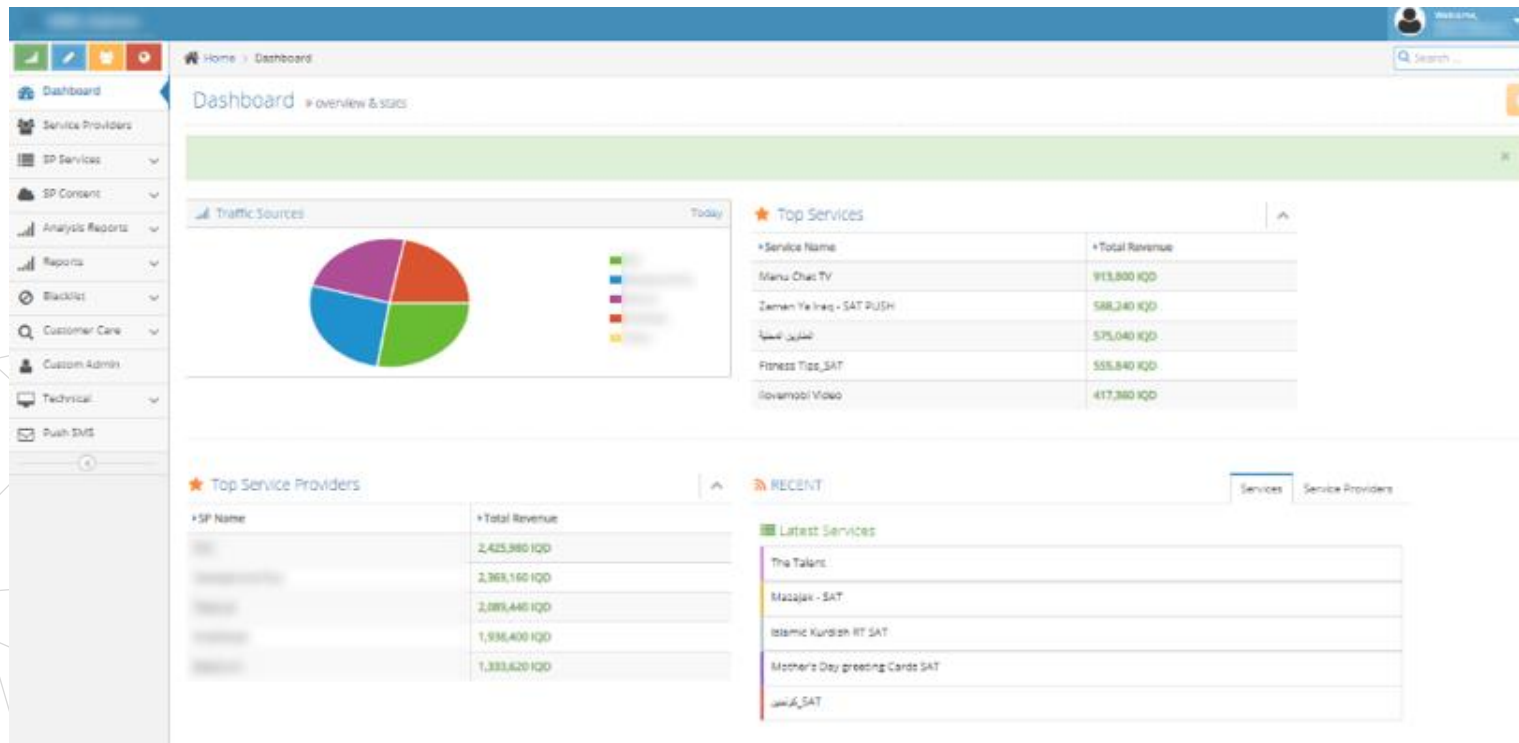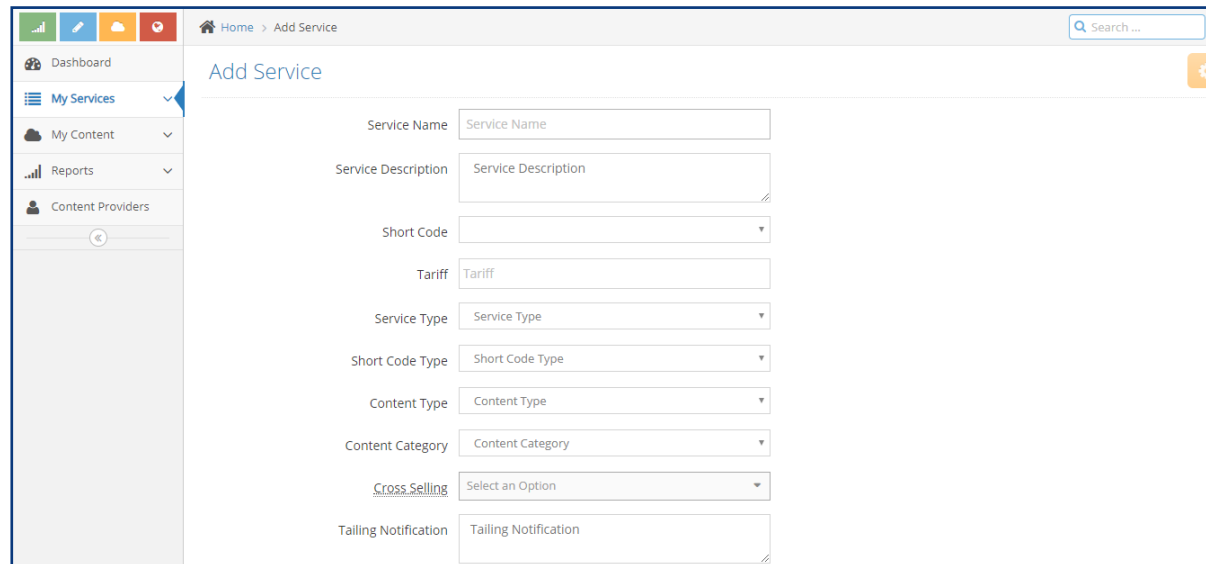


**The VMS provides MNOs and aggregators with the necessary tools to have complete control and visibility over the entire operation including:**

- Service Provider Management
- Service Screening, Editing & Approval
- Content Management
- Reporting and analytics
- Customer Care
- Eligibility

# VMS SP Tools

**The VMS** enables SPs to propose, deliver and manage a broad range of services efficiently leading to a quicker time to market, saving on resources, a multitude of business models, churn reduction, effective reach and a hassle-free regulatory abidance through a specific set of features including:

- Save on technical and hosting costs
- Simplicity in service implementation, leading to a short time to market
- SPs and CPs can easily manage every allowed aspect of the content hosting and distribution process
- Single point access to all provisioning mediums and valid subscribers
- Full visibility on performance and operational alarms



*SP business overview*

# VMS Analytics Tools



- **The VMS** comes with a big set of prebuilt, customizable, downloadable and exportable reports needed for complete visibility

- **The VMS** allows data filtering as per user requirements in order to track progress and compare performance over time

- **The VMS** provides business insights allowing you to modify strategies in order to enhance performance and revenue

# Customer Care

- **The VMS** empowers customer care agents by providing immediate access to subscriber history and subscription details including service name and description, subscription and un-subscription date and channels, and exact status whether active or inactive; allowing customer care agents to have complete visibility to be able to attend to customer requirements.

- **The VMS** also provides customer care agents with tools to take quick actions to resolve complaints including adding or removing subscribers from a single service or multiple services or refund

- **Admins and supervisors** can view all changes executed by the call center agent

# Get In Touch

**Aplimedia's smart VMS** is everything you need to meet the evolving VAS market needs for you to optimize revenue, VAS portfolio and reach.

*See for yourself, contact us now to see use cases and schedule a demo.*