



Aggregation

Service Presentation

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



Who is Aplimedia?



Who we are



A technology managed service provider dedicated to empowering regulators, VAS aggregators, and MNO's with creative, content rich, fraud free, VAS



We strive to lead the VAS aggregation market, with utmost focus on end user experience and satisfaction as priority.



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.

02.

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 JTO

 velti

 simbrella

 Trendy Tech



Smartoptimus Technologies

Introduction

The background is a dark blue gradient. It features a complex network of thin white lines connecting small white dots, creating a web-like or molecular structure. Scattered throughout are various white-outlined triangles of different sizes and orientations. Some triangles are solid white, while others are just outlines. The overall aesthetic is modern, technical, and digital.

Market Outlook

- **The VAS market** is undergoing change at an unprecedented rate, moving from traditional legacy services to new age digital services.
- As such, the once prevalent “one size fits all” approach no longer works, and the shift is towards offering a **personalized experience** across multiple channels.
- This leads to a complex environment for **MNOs** to navigate including dealing with multiple content partners and navigating the dangerous waters of content legalities such as copyright in addition to pre-empting fraud.
- The new environment is also an opportunity for MNOs to tap into, by offering what end users' clean fraud free valid content.



The Aplimedia Aggregation Ecosystem



Overview

Aplimedia's aggregation ecosystem is dynamic and flexible with the clear goal of generating revenues and ensuring the highest levels of customer satisfaction and loyalty through five main pillars



Partner
Management



Content
Management



Digitization



Revenue, Reach,
and billing
Optimization



Providing the full
hosting SDP at O
CAPEX & Opex



Visibility & Big Data
Analytics



Providing the full hosting SDP at 0 CAPEX & 0 Opex

Aplimedia provides the full VAS aggregation ecosystem including The VAS Management SDP, all promotional tools (OBD , Smart SMS, Wrong IVR & USSD Push) at zero CAPEX & Opex cost:

Our offering includes:

- Complete hardware and software.
- Complete and seamless migration of existing services to the new system with 0 downtime.
- Annual workshops dedicated to soliciting the best-in-class content and services.
- The needed human resource covering 24hr technical Support, on the ground revenue optimization team, content aggregation team, and legal managed services.



Partner management

Manage partners effectively and efficiently through standardized processes, tools, and practices including:

- Well-defined, flexible and automated workflows
- Tracking and evaluation via well-defined processes

Aplimedia effectively manages partners through the entire lifecycle, including:

- A straightforward and simple onboarding process
- A complete commercial and technical training program
- A clear incentive program designed to motivate and reward performing partners
- A detailed support system with varying stages of support based on situational requirements
- Regular performance appraisals designed to retain performing partners and retire underperformers



Content management

Aplimedia's content management is designed to meet the ever-changing and evolving needs of end users

Aplimedia effectively manages content through the entire cycle including:

- Preparing detailed acquisition plans based on deep understanding of audience segments and requirements per segment
- Manage commercial and technical negotiations with providers
- Curate, package and price the content
- Promote the content online and through MNO channels
- Make sure that copyright is respected, intellectual property is protected, and digital record retention is prescribed
- Ensuring that the content respects and conforms to cultural, societal and legal norms
- Constantly introduce fresh content on a regular basis



Digitization

- At the core of **Aplimedia's aggregation** ecosystem is the creation of new revenue streams by connecting MNOs with global digital merchants and offering a seamless payment experience to end users.
- We provide MNOs with **global and Local content and OTT reach** and a unified infrastructure that can ensure consistent and high-quality performance, including the tools and expertise needed to manage the various digital products and services, that ensure flexibility and agility.
- Not only do we bring in a wide array of **high performing digital products and services**, we also create the necessary mediums for local content providers to digitize.
- A key component of our digitization strategy is **eliminating of all types of fraud** resulting in decreased complaint rates and an increase in revenue, including:
 - Real time protection of any payment flow, from the advertising banner to the payment consent page
 - Critical data for actionable intelligence on traffic cost, efficiency & safety



Revenue Optimization

- We **empower** our aggregation clients with years of experience in revenue optimization leading to substantial increase in VAS revenues.
- A key component of our strategy is the **personalization of the MNO's communication** with its end users through segmentation including age, gender, location, language, ARPU, purchase habits, and history.
- **Complete design and management** of promotional activities utilizing the provided marketing platforms including SMS, OBD, Smart SMS, wrong IVR, digital promotion, and more.
- **Creation of clear customer journeys** designed to optimize the opt-in process, identify and close gaps that may exist and assure better and easier customer interaction.
- One of the main drivers of **optimizing revenue** is the ability to make quick informed decisions, which is addressed through a set of analytic tools and alarms allowing for quick informed, and even automated actions.

Visibility & Big Data Analytics

This aggregation ecosystem is supported by a smart VMS platform that personalizes and optimizes communication with the end user and utilizes existing data to deliver results including:

- Complete visibility on the entire operation, and all relevant KPI's, allowing real-time analysis and decision making through a comprehensive and user-friendly dashboard that is updated in real-time.
- Leveraging and utilizing the clear visibility on all service KPI's including subscriber profiles, churn patterns, promotional response, charging behavior, and much more to enhance overall service performance. The platform also allows for the customization of performance reports to track specific KPIs.
- Providing Detailed visibility and insights on chargeability and service ARPU as well as individual client purchasing power allowing substantial increase in charging frequency and revenue.
- Providing a set of alarms intended to alert in case of preset thresholds, in real time

Testimonials

The background is a dark blue gradient. It features a complex network of thin white lines connecting small white dots, creating a web-like or molecular structure. Scattered throughout are various white geometric shapes, including triangles of different sizes and orientations. Some triangles are solid white, while others are outlined. The overall aesthetic is modern, technical, and digital.



Zain Iraq

Aplimedia has provided Zain Iraq with a full-fledged VAS and digital VAS aggregation ecosystem that not only created an organized fraud-free market for five years now, Aplimedia has also exhibited great ability in the digital transformation of VAS, while substantially increasing revenues. Aplimedia has provided a scientific market approach, Global merchants, and service providers, as well as remarkable managed services and support.

This letter has been provided based on Aplimedia's request. Please feel free to contact Zain VAS Department/Me for any further clarifications.



TNM Malawi

TNM started offering RBT service with Aplimedia in November 2016. Since that time we have grown the service by 411%. The support offered by their commercial and technical teams is excellent. Our partnership in mobile content services has grown from RBT services to also launching Digital content services. Aplimedia is one of the first partners that TNM has launched digital based content with. TNM values Aplimedia's support and initiatives of building a diverse VAS space in Malawi."



Vivacell Sudan

Through our four year relationship, Aplimedia provided game-changing RBT and VAS aggregation platforms and services. We highly recommend the use of Aplimedia's VMS/DCB platform as well as their aggregation services due to the impact it has on revenue growth and end user satisfaction.



Thank you

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

www.aplimedia.net