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# Company Brief

Feb 2022

# Welcome to MWC Barcelona

Founded in

# 2000

with headquarters in
Connecticut, USA

**35+**
Countries

**40+**
Operators

**1.5+**
Billion
Subscribers

# OFFICE

USA-Turkey-India-UAE

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# What We Do

## Solutions

### VAS Consolidation Platform

OPEX optimization for voice, messaging and data services

### Digital Services Platform

Efficient monetization and customer engagement for digital services

## Services

Managed Services & Support

enxudo

Managed Digital Services

# Telenity Solutions Portfolio

## Digital Services Platform

DCB
API Manager
SSM
Storefront
Nano Credit
Analytics

## VAS Consolidation Platform

SMSC / SMS-F
MMSC
USSD / USSI
Smart Connect
Missed Call Notification
Mobile Collect Call
Voicemail
C-RBT

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# Select Customers

airtel

ALBtelecom

Azercell

BSNL

DJEZZY

etisalat

FASTWEB

glo

Jawwal

lifecell
Ukraine

life:)

موبايلي
Mobily

ooredoo
Algeria

ooredoo
Oman

ooredoo
Palestine

ooredoo
Qatar

ooredoo
Tunisia

orange

smartfren.

STATE OF QATAR
MINISTRY OF INTERIOR

TM CELL

Türk Telekom

TURKCELL
KUZEY KIBRIS

TURKCELL

vodafone
Turkey

Vi
India

zain
Kuwait

# VAS Consolidation Platform (VCP)

# Value for Operators

## Single Platform for 30+ Applications

- SMSC / SMS-F
- Antispam
- Ring Back Tone
- MMSC
- USSD / USSI
- Call Completion Suite
- Mobile Collect Call
- Voicemail
- …

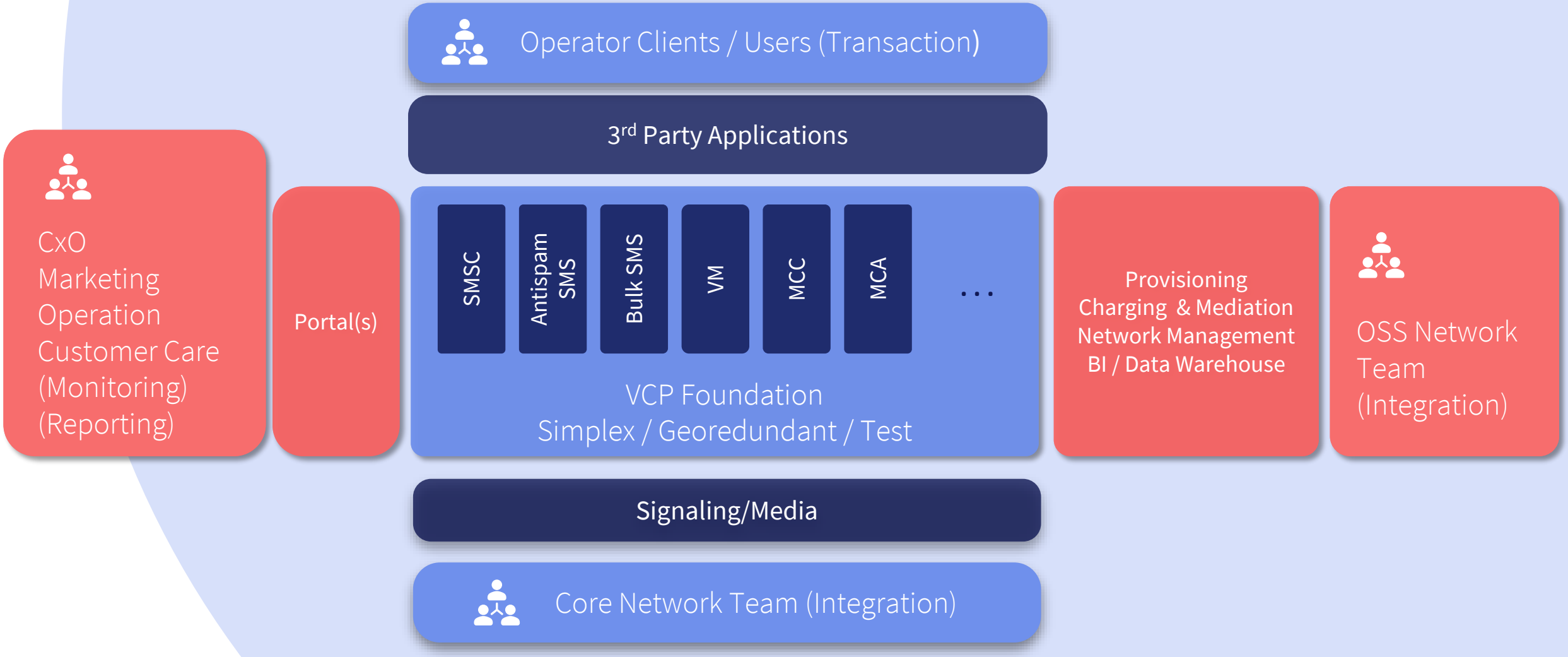
## Features & Functionality

- Easy Integration
- Pool Licensing
- Scheduled Reporting
- Monitoring/KPI Mgmt.
- Flexible User Right Mgmt.
- User Activity Audits
- Online Troubleshooting

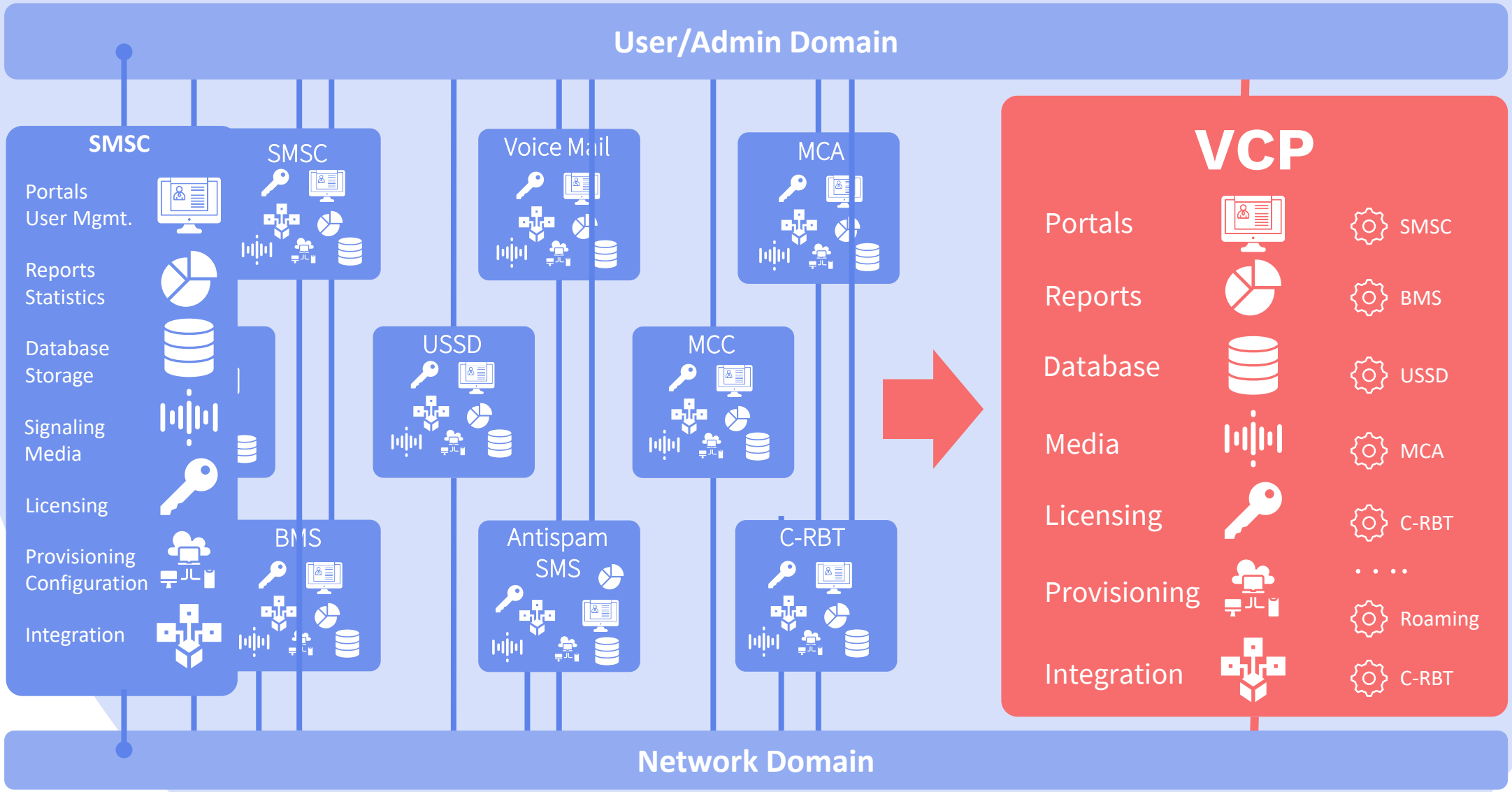
## Technology

- Hardware and OS Agnostic
- Leveraging Open Source
- Open Platform - Java
- Virtualization
- Cloudification

# Consolidation Stakeholders



# Benefits of Unification



# Benefits

## Savings & Efficiency

**License Management**

- App - 1: Dedicated Capacity License
- App - 2: Dedicated Capacity License
- . . .
- App - n: Dedicated Capacity License

→ **VCP (App 1, 2, ..., n)**: Pool License

- Reduced Overall License Need
- Service Continuity Up To HW Limit
- FoC Flexibility On Special Days

**Support & Maintenance**

- App - 1: S&M Fee - 1
- App - 2: S&M Fee -2
- . . .
- App - n: S&M Fee- n

→ **VCP (App 1, 2, ..., n)**: System-Wide S&M Fee

- Cost Savings Of Up To 70%
- Three-Year or Better RoI

**Operations**

- App - 1: Dedicated Teams
- App - 2: Dedicated Teams
- . . .
- App - n: Dedicated Teams

→ **VCP (App 1, 2, ..., n)**: Single Supplier

- Reduced Contract, PO, Invoice Overhead
- Shared Know-How Across Operations
- Increased Operational Efficiency

# Digital Services Platform (DSP)

# New Digital Services Paradigm

## Digital Content, Applications and Services

Spotify
NETFLIX
Udemy
blutv
Download on the App Store
gameloft
Galaxy Store
Google Play

Digitally Created

Digitally Purchased

Digitally Delivered

Digitally Consumed

# Over-the-Top Delivery of Digital Services

Merchant

Download on the App Store
Spotify
Udemy
NETFLIX
gameloft

CSP

High speed
Data network

Subscriber

# OTT Delivery

## Creates Digital Service Islands

### Merchant owns digital service island(s)

- Privileged access to subscriber
- Complete control over customer journey
- Direct control over monetization
- Full insight to increase engagement

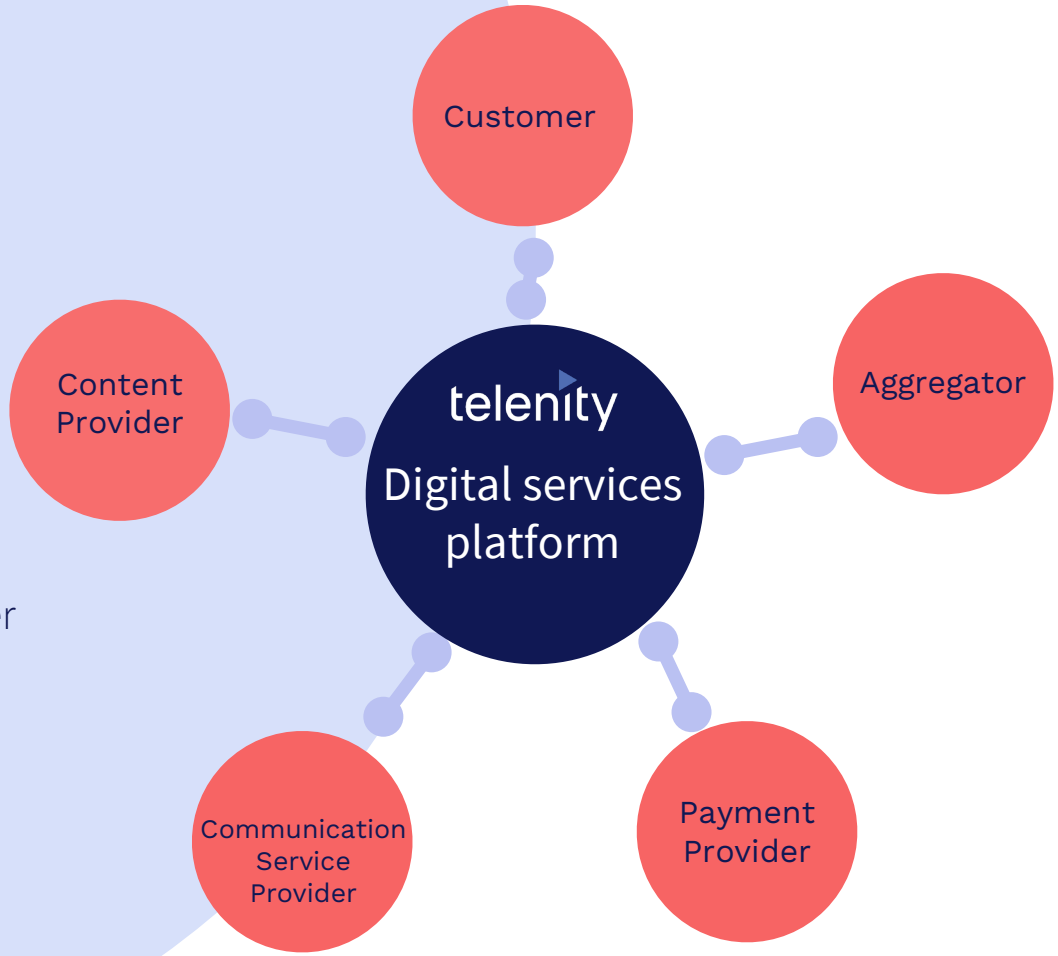
### CSP provides the data network for digital delivery

- Diminished participation in the growing digital economy
- Inability to bundle in-network services and digital services
- Limited control over customer journey
- Restricted customer insight across merchant islands

# Telenity Digital Services Platform

## CSP Benefits

- Leverage strengths in subscriber big data and trusted billing to regain control in the new digital services paradigm
- Manage the digital services ecosystem through a unified digital BSS platform
- Advance customer engagement to monetize growing opportunities enabled by the digital economy
- Transform customer experience and increase customer loyalty
- Use business intelligence to maximize customer lifetime value



# Digital BSS for Digital Services

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- Campaign Management
- Payment Management
- Flexible Charging
- Subscription Management
- Credit Management
- Automated Reconciliation
- Blockchain Payments

## Digital Services Platform

- Monetization
- Business Support
- Business Intelligence
- Customer Experience

- Advanced Bundling
- Federated Digital Services Catalog
- Finance Management
- Partner Management
- Dashboard
- Fraud Management
- AR/VR Digital Services
- 5G Network Slicing

- Streaming Analytics
- Business Intelligence
- Subscriber Analytics
- Campaign Analytics
- Streaming Analytics

- Digital Storefront
- Omni-Channel Onboarding
- Consent Management
- Customer Service
- Performance Marketing

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# Accelerate Digital Revenue Streams

Public Cloud

On Premise

Private Cloud

enxudo

## Managed Digital Services

Revenue-Share Business Model

Efficient Digital Content and Services Ecosystem

Full Marketing Collaboration

# Thank you