

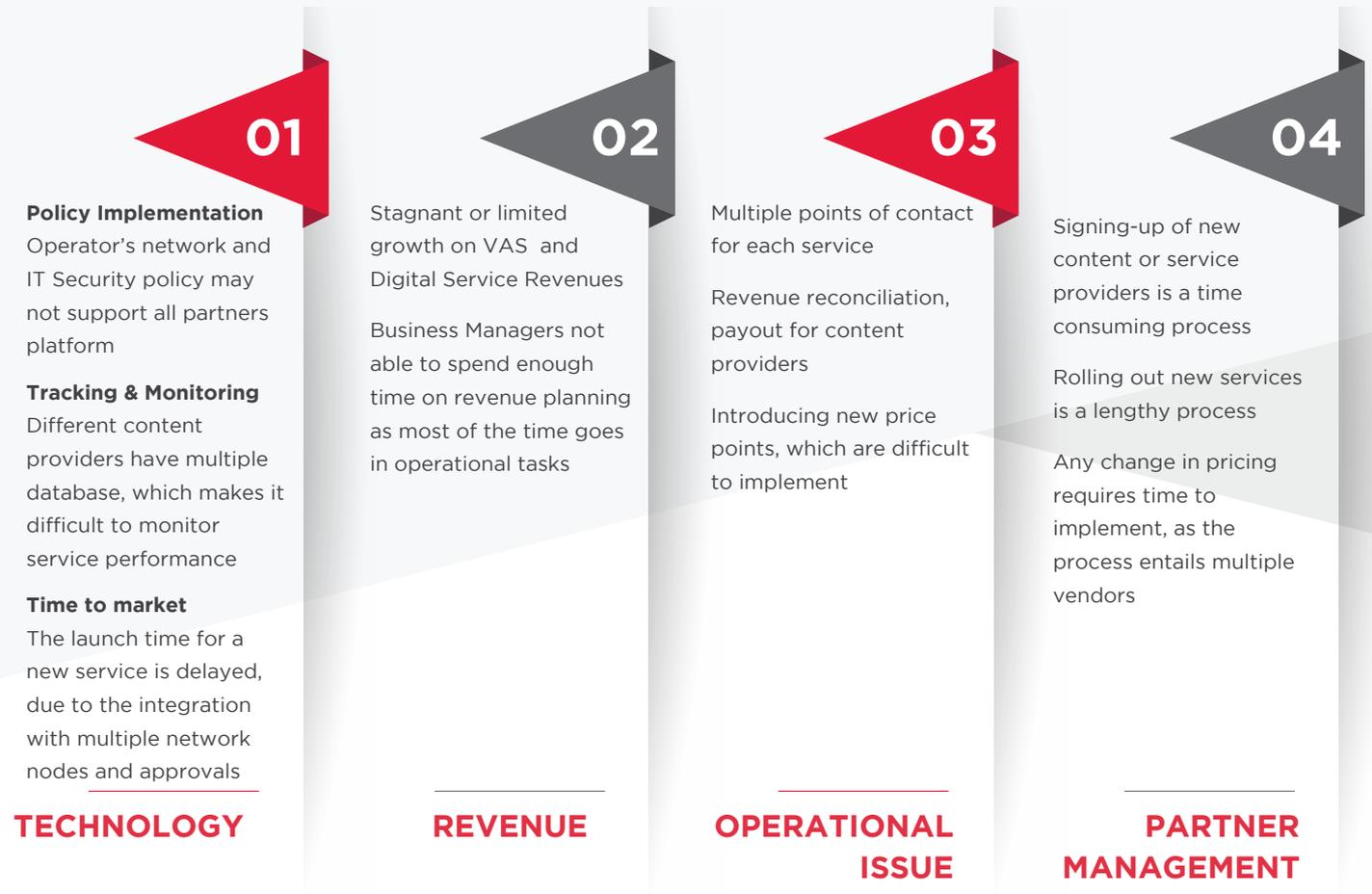
DIGITAL SERVICES MANAGEMENT

AN AGGREGATED APPROACH

Transforming an operator's value added services
business while enabling growth in digital services

Mobile-based digital services have emerged as an important revenue stream for operators and mobile virtual network operators. However, the proliferation of smartphones and data-based services and competition from over-the-top players has posed serious challenges to these services.

Key Functionalities

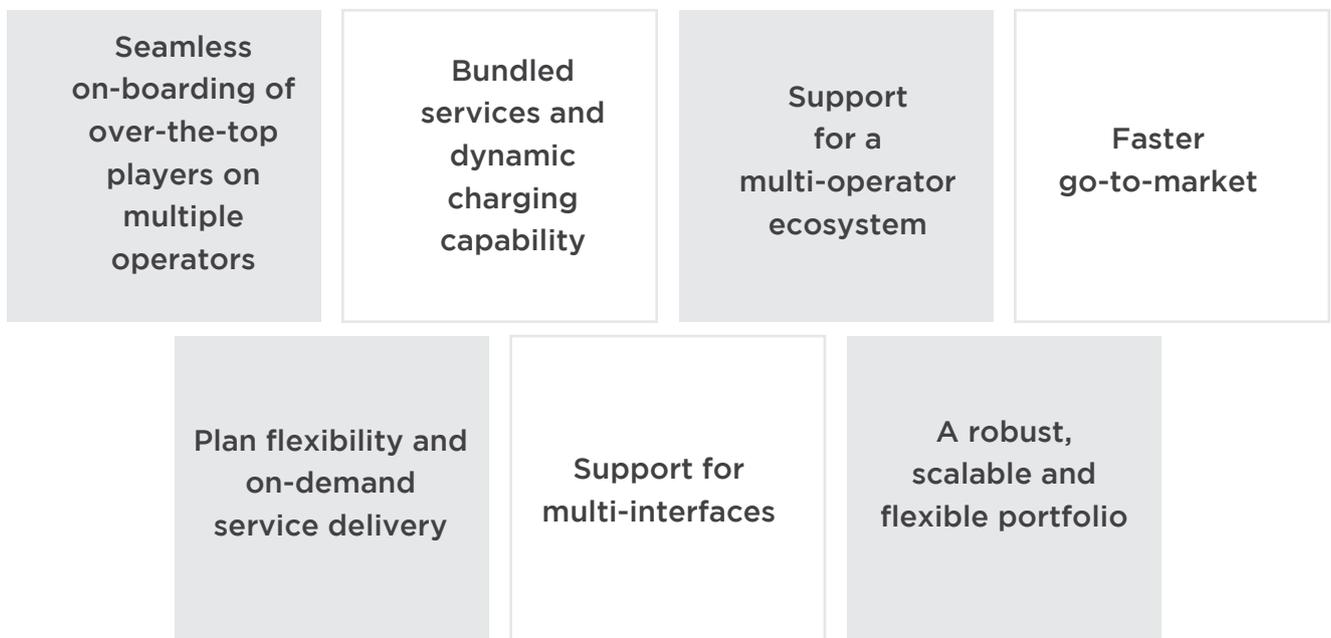


For an operator, creating a winning strategy requires collaboration with ecosystem partners, insight into consumer behavior and preferences and the ability to design, deliver, manage and refine winning service propositions and promotions. Mahindra Comviva is adept at managing the entire digital services supply chain-from content on-boarding to service management.





Key Differentiators



Benefits

CREATES A VIBRANT ECOSYSTEM

Comviva manages the end-to-end service ecosystem including services procurement, programming and discovery, usage reports and analysis and overall service operations management.

ARRESTS REVENUE LEAKAGE

By efficiently handling financial settlements across the value chain, Comviva enables improved reconciliation, billing transparency and single point charging, and reducing revenue leakage.

ENHANCES USER ENGAGEMENT

Comviva's portfolio creates multiple storefronts (in the form of USSD, SMS, IVR, WAP, the web and applications) that offer personalized content and applications. With this, operators are able to deliver highly personal and rich customer engagement.

ENHANCES CUSTOMER EXPERIENCE

End-to-end management of services is divested, thus, operators are able to focus on customer requirements. In addition, customer insights are leveraged to provide a differentiated quality of service experience at a segment and individual customer level.

ACCELERATES TIME TO MARKET

By streamlining new service launch and feature upgrade processes; operators improve time to market for new services by 60-75 per cent by deploying Comviva's portfolio.

OPTIMIZES COST

By transferring end-to-end value added services (VAS) management to Comviva, operators are able to optimize hardware resources across VAS and improve capital allocation. This is done by matching VAS resources to current needs, thereby, realizing on average 20 per cent savings on overall capex.

Why Comviva

- Over 10 years of experience in the platform, revenue and operations management domains for digital services
- End-to-end management of the entire infotainment supply chain management from infrastructure, vendor payouts to service management
- Over 30 global digital service deployments and operations
- Over 10 migrations from existing value added services platforms without service disruption
- Delivered over 850 per cent growth in revenue and over 45 per cent penetration in a project
- An established presence across various geographies

Comviva is the global leader of mobility solutions catering to The Business of Tomorrows. The company is a subsidiary of Tech Mahindra and a part of the \$21 billion Mahindra Group. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services and managed VAS services. It enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

For more information, please visit www.comviva.com

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