

mBAS Direct Carrier Billing Solution

Enhance your consumer's Digital Lifestyle through Digital Delivery & Payment Control over Your Network



Do any of these scenarios sound familiar

You have been supporting marketing and sales of digital content on your network, but never monetized it in a way that it becomes a regular revenue earning stream for you

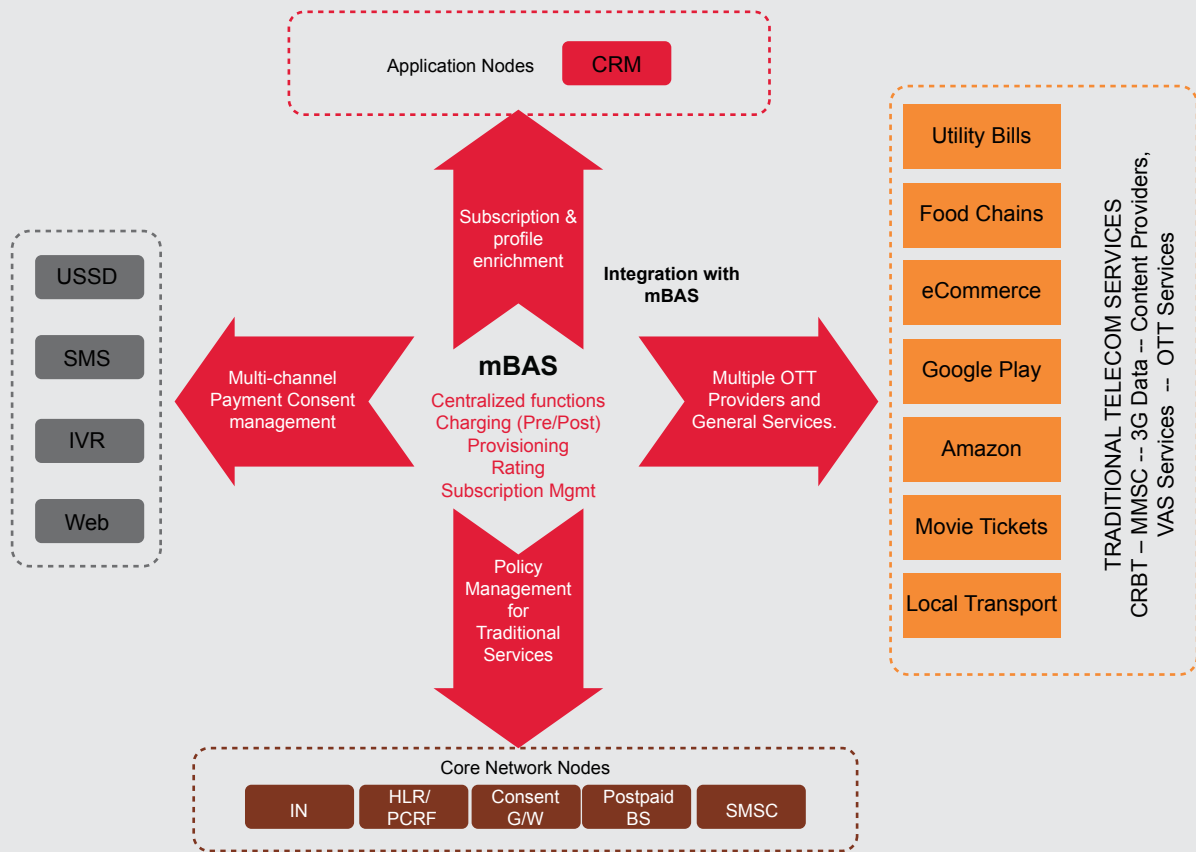
You have been caught in the middle of a financial payment / bad user experience fiasco between a content provider partner and your subscriber, without any fault of yours.

You have witnessed exponential growth of content download but being a sleeping partner, have not benefited to the extent possible.

If you agree to have witnessed at least one of these scenarios in business, then the panacea to all your problems is mBAS Direct Carrier Billing & Subscription Management solution which enables carrier facilitated mobile payments. You can enhance Customer Experience by adding the flexibility for your subscribers to select Mobile as their payment option of choice. The purchase will appear on the subscriber's post-paid bill or gets deducted from their prepaid balance; thus freeing the subscribers from sharing their credit or debit card or banking details online.

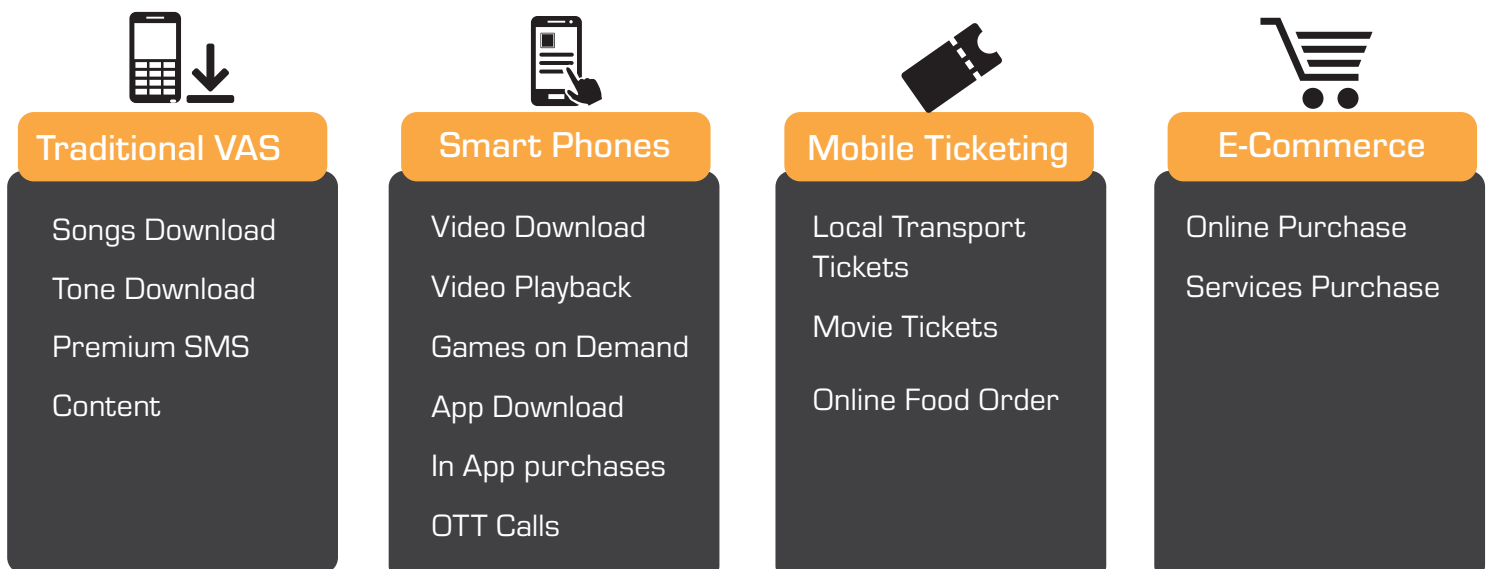
mBAS Direct Carrier Billing & Subscription Management solution is the next generation digital platform for rating, charging, provisioning, and subscription management. The platform provides a Single interface for complete billing & management for VAS, OTT & any other digital services. So, why stop at digital content or app store mobile payment enablement, when you can ease every financial transaction touching your subscriber's life, especially the low value-high volume ones, such as, ticket bookings for movies, taxi/cabs, buses; buying gaming inventory, paying subscription to social networking or dating sites; buying flowers, books, paying for meals or any other physical goods.

Worldwide, direct carrier billing is estimated to be worth around \$3 billion to mobile transactions. That's equal to 12% of the global market for mobile digital content. Furthermore, its contribution to the app economy is estimated to grow by 41% each year, hitting \$13 billion in 2017 (Juniper Research). Direct carrier Billing has had 300% Y-o-Y Growth Rate on Google Play. (Yankee Group)



Packed with most relevant and futuristic features such as Event Based Charging for Service Providers, Subscription Management, Access Control Management, Secure Payment, Service Management, Account Management, Provisioning Management, Charging/ Billing, Customer Care Management, Bulk Management, Process Scheduling, Extensive Reporting, Security, Alarms, Rating Engine, Revenue Management & Reconciliation; our solution ensures that you gain a competitive edge in the changing business environment.

Enable easily penetrable based Mobile Payments Solution



Solutions Benefits

CSPs

- New Revenue Stream Enablement
- Tap the untapped segments of under-banked and non-credit/ debit card users, non-users of online banking worldwide by providing a secure and reliable option to carry financial transactions
- Collaborate instead of Compete with OTT players
- One solution to manage everything
- Elimination of Revenue Leakage
- Enhanced Customer Experience



Subscribers

- Buying Power with Mobile Payment option
- A convenient payment channel to carry secure and financial transactions with greater ease.
- Secure, reliable, accurate & single billing option
- On-demand service delivery
- Real-time service activation
- Ease of Use with one click payment
- Enhance Customer experience



Mahindra Comviva is the global leader in providing mobile financial and VAS solutions. It's a subsidiary of Tech Mahindra and a part of the USD 16.5 billion Mahindra Group. With an extensive portfolio of solutions spanning mobile finance, content, infotainment, messaging, mobile data and managed VAS services, Mahindra Comviva enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Its solutions are deployed by over 130 mobile service providers and financial institutions in over 90 countries and enrich the lives of over a billion people, globally. For more information, please visit www.mahindracomviva.com

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