

### Leveraging the Cloud for a Hosted Wireless Data Service Provider in America

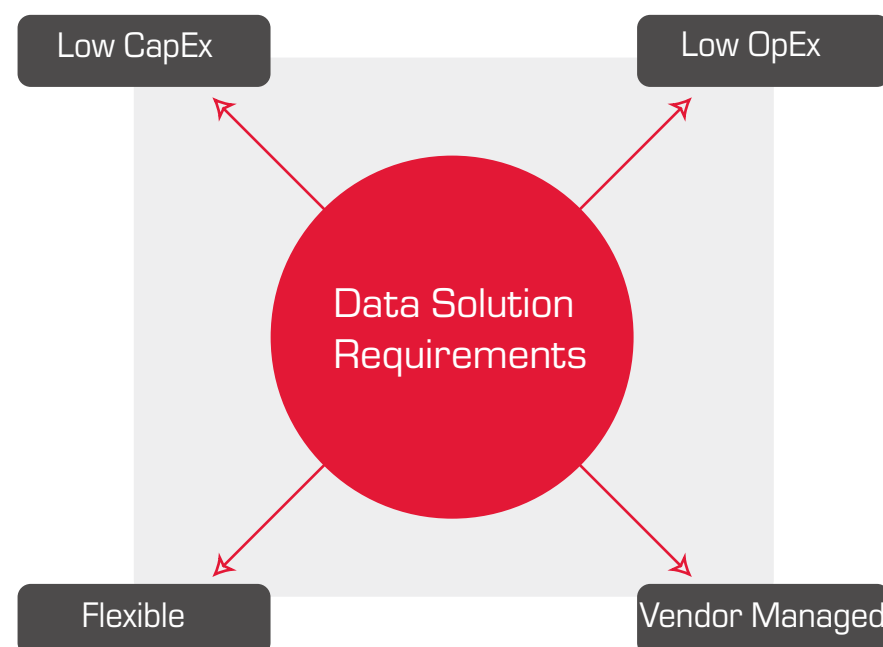
#### Market Scenario

The mobile internet usage in America is growing rapidly with a **penetration rate of 30.5%**. The past few years have seen a dramatic climb in the number of **mobile internet users within America**, taking the total number to **286 million**.

Most of the growth in mobile internet usage has been driven by increased smart-phone penetration as well as improved accessibility and affordability of mobile services.

#### Need

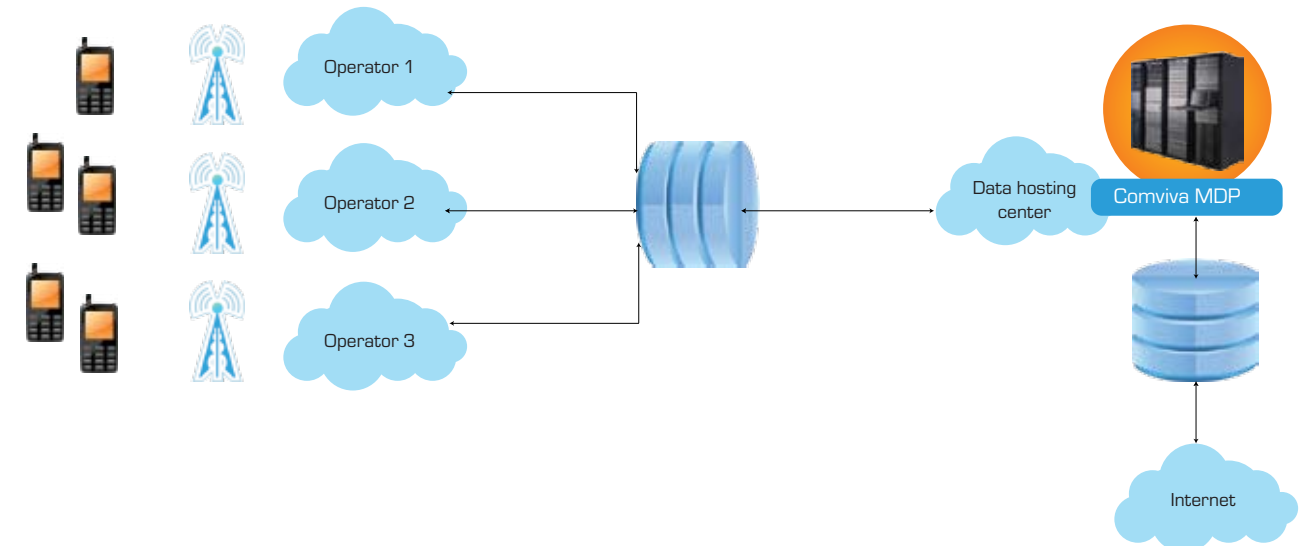
Our client, a leading hosted wireless data service provider, provides mobile data solutions and content for regional wireless carriers, enabling them to compete effectively with national carriers. They provide mobile services, including Multimedia Messaging Service (MMS) and Mobile Internet along with carrier-branded portals, to more than 50 wireless operators across the Americas.



#### Solution

Mahindra Comviva's **Mobile Data Platform (MDP)** is an end-to-end mobile data solution that deploys a range of techniques to compress and accelerate Internet traffic, optimizing bandwidth and hardware investment to significantly rationalize costs.

- Mahindra Comviva proposed a hub based data solution that enabled the customer to support over 30 carriers on a single hub based deployment.



- The solution enabled our client to provide regional wireless carriers and MVNOs a portfolio of downloadable content, mobile web browsing, MMS services and more.

#### Results

Seamlessly supported and managed data services for **30+ active carriers**

Empowered over 450,000 subscribers with a compelling internet experience on mobile

Enabled **1.8X revenue growth** in 2 years

