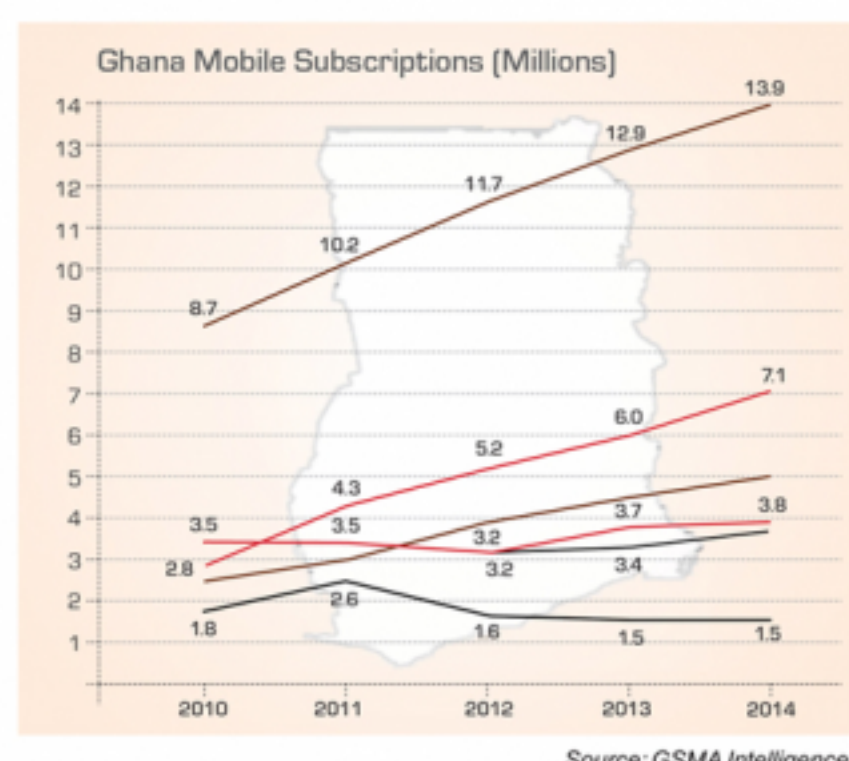


Boosting Efficiency of Airtime Voucher Management with PreTUPS™

Case Study on a Leading Mobile Operator in Ghana

The Market Scenario



CAGR

Opco 1
12%

Opco 2
26%

Opco 3
2%

Opco 4
21%

Opco 5
4%

Opco 6
16%

Ghana is the most progressive telecom market in Africa – It was first to launch mobile communication in 1992 in Sub-Saharan Africa

It is the competitive market with 8 mobile operators and market penetration of 119%

Our client is one of the leading telecom companies in Ghana. It is the fastest growing mobile operator in Ghana

98% of the mobile subscriptions in Ghana are prepaid

Predominantly Vouchers (scratch card) are used for top-up

Limitations of the Incumbent Recharge Solution

The incumbent voucher management platform at the company was unable to meet demand of its fast growing customer base

SCALABILITY CHALLENGE

The incumbent voucher management platform was unable to generate sufficient number of vouchers, leading to shortage of the scratch cards in the market

MULTIPLE SYSTEMS

The company was using different platforms for voucher recharge and electronic recharge. The lack of synergy between different recharge platforms was leading to operational inefficiencies

FREQUENT DOWNTIME

The incumbent voucher management platform was frequently down, impacting customer experience and inviting wrath from regulator

PreTUPS™: A Comprehensive Recharge Solution

Mahindra Comviva replaced incumbent system with PreTUPS™ voucher management, a complete solution that manages entire voucher life cycle and meets customer demand

HIGHLY SCALABLE

The deployed voucher management solution is 100 TPS, which can be scaled to 200 TPS. In just 40 days after launch, more than 114 million vouchers have been generated meeting the consumer demand

HIGH SYSTEM UPTIME

PreTUPS™ promises uptime of 99.99%. In this company, the system uptime has been impeccable at 100%

COMPREHENSIVE SOLUTION

In addition to voucher management, PreTUPS™ is ready to offer e-voucher and e-recharge services. The company will migrate their e-recharge to PreTUPS™ in next phase

PreTUPS™ Voucher Management

Manage Threshold
Defines transfer limits for stock transfer between channel members

Voucher Reports
Provides reports on voucher status, inventory position & sales

Activate Vouchers
Vouchers are activated prior to distribution

Track Voucher Consumption
Track redemption of vouchers

Generate Voucher PINs
Generates voucher PINs for predefined denominations

Distribute Vouchers
Physical/Electronic: To facilitate tracking, maps vouchers to channel members ID

Why the Company Selected PreTUPS™ ?

EXPERIENCE

1 PreTUPS™ has a wide experience of over 55 deployments in more than 40 countries

RAPID TIME TO MARKET

PreTUPS™ voucher management solution can be deployed in just 3 to 4 months

CUSTOMIZABLE

3 PreTUPS™ can be easily customized to meet specific needs of operators

FUTURE READY

4 PreTUPS™ can be also be used to offer services such as e-recharge, e-voucher, self-recharge, airtime transfer and SMS credit