

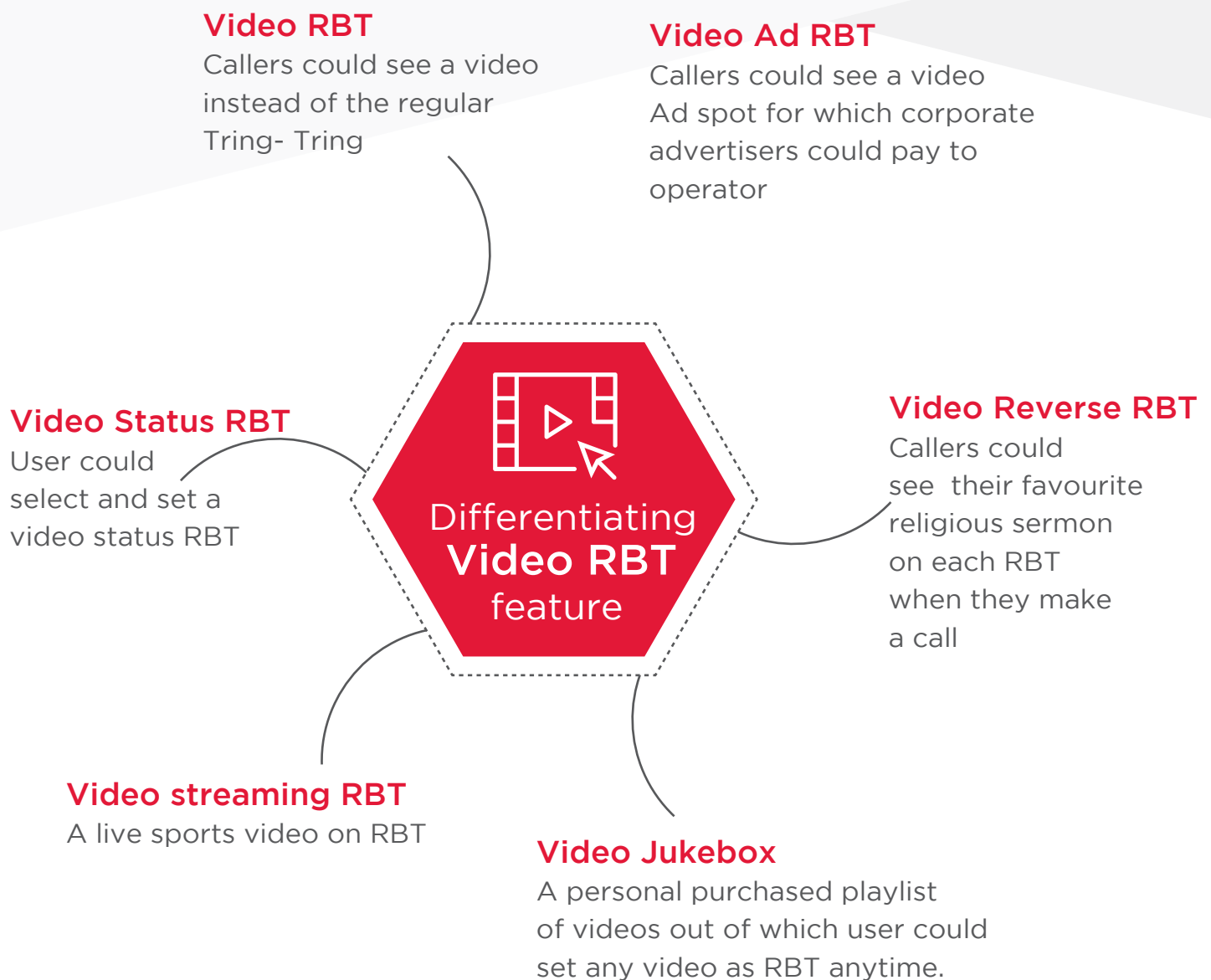
# CALLER RING-BACK TONES

PERSONALIZED MUSIC  
FOR EVERY CALL

In today's highly competitive environment, operators are increasingly focusing on music-based offerings to net subscribers. Of the various music-based products available in the market, ring back tones have achieved the most uptake.

**Comviva's caller ring-back tone (CRBT)** facility is an end-to-end solution that supports a gamut of activities, from customer acquisition to subscription management. The facility facilitates customer segmentation by identifying usage patterns to help promote appropriate content to customers.

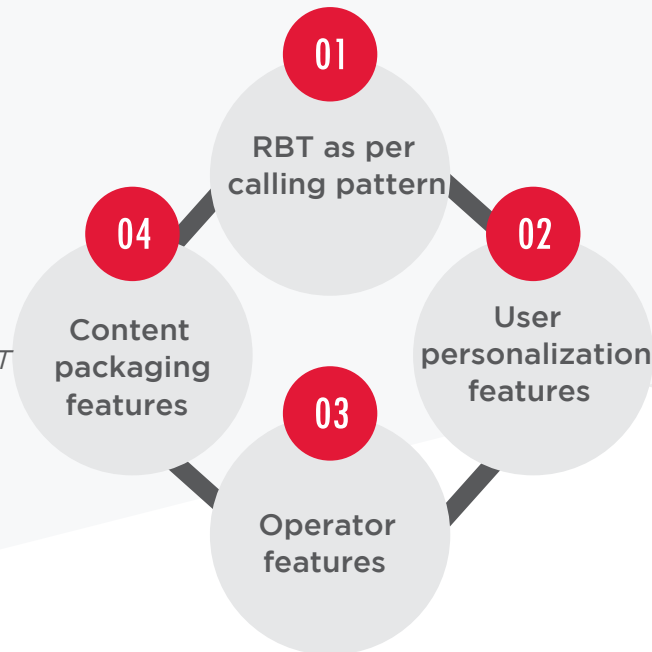
**The facility enables assured service management, which entails end-to-end management of business operations, services and analytics. It also supports various business models such as revenue share, licensing model, etc.**



## A STRONG SET OF STANDARD RBT FEATURES

- RBT for all callers
- Special caller RBT
- Caller Group
- Gift
- Viral SMS
- Reverse RBT
- Video RBT
- Reverse Video

- Fixed albums
- Dynamic albums
- Juke box
- Name tunes
- Corporate RBT
- Advertisement RBT
- Karaoke RBT
- Chartbuster RBT
- Sports RBT
- Streaming RBT



- Copy RBT
- Express(\*)copy
- Conditional RBT
- Event RBT
- Status RBT
- Blacklist
- Tailor tone
- Auto-status RBT
- Video status RBT
- Inter-operator Star2Copy
- #to Like an RBT

- Flexible Reporting Interface
- GUI based partner management
- GUI based CMS
- Pre-announcement
- Integration with 3<sup>rd</sup> parties
- Flexible Pricing Model

## BENEFITS



### SUBSCRIBERS

#### A CONFIGURABLE SYSTEM

The facility entails an easy-to-operate system which functions on the “configure, not code” approach.

#### ENHANCED RETURN ON INVESTMENT

The facility achieves this through a combination of reduced deployment costs, fast market penetration, and high acceptance rates.

#### FLEXIBLE CHARGING MODELS

The facility supports various modes of charging, such as subscription or differential charging.



### OPERATORS

#### EASY DISCOVERY OF CONTENT

User could find their favorite content through range of multiple interfaces or from their favorite music application or by visiting the nearest retailer.

#### RBT WHICH CHANGES WITH USER'S LIFE STYLE

RBT which could change as per user's availability to take calls during the day for example telling callers if user is running low on mobile phone battery.

#### HOST OF PERSONALIZATION FEATURES

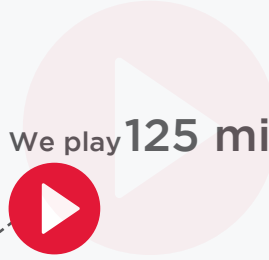
Users could personalize their RBT to express themselves best. For example, users could opt for Name tunes RBT in Celebrity voice.

## WHY COMVIVA?

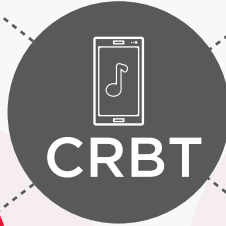
We reach **265 million** customers



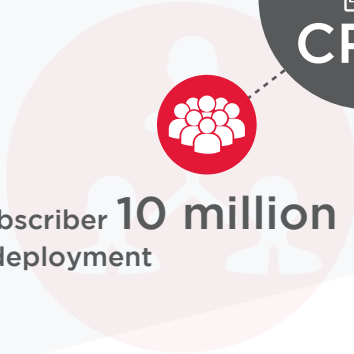
We play **125 million** clips daily



**CRBT**



Highest Subscriber **10 million**  
base for 1 deployment



We have **1.4 million** song library



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](http://www.comviva.com)

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