

# Ngage Messaging Platform

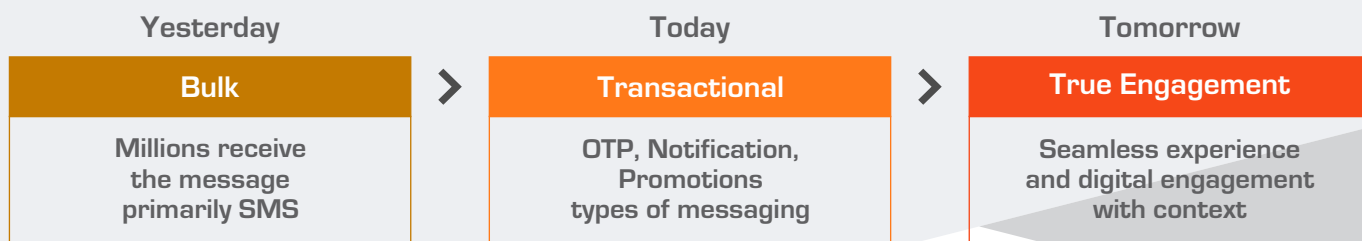
Omni-Channel Mobile Engagement



# THE AGE OF OMNI-CHANNEL COMMUNICATION

With the advent of digital era, availability of latest devices and cutting edge technologies, consumer today is becoming more demanding with each passing day. Enterprises are using mobile first marketing strategies to engage with their customers at the point of need and delivering the richest, most compelling experience possible over diverse channels. As A2P market gains traction, new use cases are coming to the fore. Where once enterprises largely deployed SMS or email to engage their customers, there are many more options now like push messaging and newer channels like messaging bots and other IP based forms of communication to interact with customers. This is the new age of Omni channel communications.

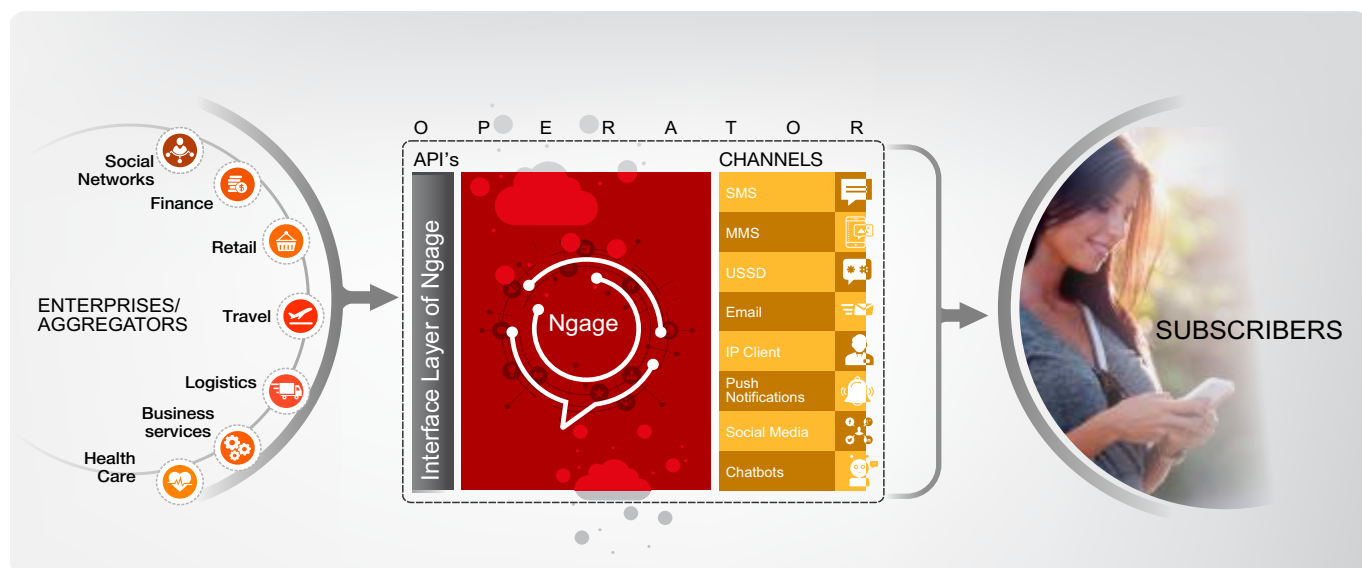
## ENTERPRISE ENGAGEMENT IS TRANSFORMING



A2P messaging has transformed dramatically over the last few years, thanks to the adoption and penetration of smartphones. From “Bulk messaging” being the primary use case a few years ago, A2P messaging has caught the attention of various enterprises across industries for OTP, security, important notifications and other use cases driven by transactional needs. However, users are increasingly looking at seamless experiences when they reach out to enterprises, with a focus on the experiences being contextual and interactive. Enterprises are thus working towards creating seamless contextual engagements with the users driven by an omni-channel platform.

## NGAGE MESSAGING PLATFORM

Ngage Messaging Platform is a convergent solution that enables enterprises to connect and engage with their customers and partners through various channels – all through a single platform. Ngage platform aims to deliver higher value to enterprises and omni-channel experience to their consumers.



With our omni-channel platform – Ngage, enterprises can use multiple channels to engage with customers and they are all interlinked, so every interaction becomes part of a single, ongoing dialogue. It helps enterprises develop a holistic approach to their customer engagement, create a robust suite of services that can enhance their brand image and deliver cost effective, immediate and personalized communication.

Ngage messaging platform enables operators to create new revenue streams and dramatically improve the way they monetize A2P messaging. Operators can reinforce their competitive advantage by enabling requirements across different Enterprise verticals into a single platform – and deliver different types of messages across channels through a more powerful, cloud ready solution.

## ADVANTAGES ACROSS THE BOARD

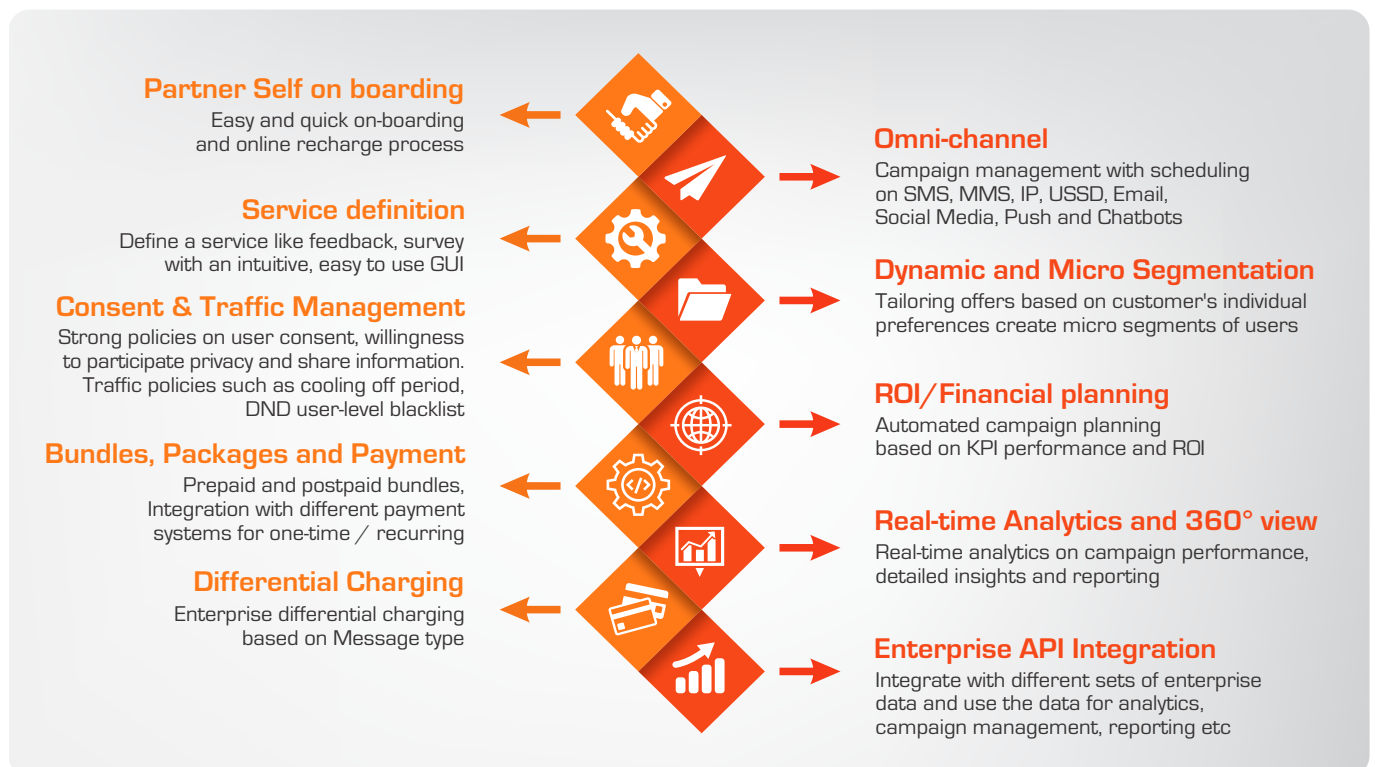
### Enterprise Benefits

- One platform to handle customer engagement across all channels, including digital
- Use customer data and create user personas to engage with customer at every step of their journey
- Ease of integration with operator infrastructure for various services offered
- Easy and quick on-boarding process

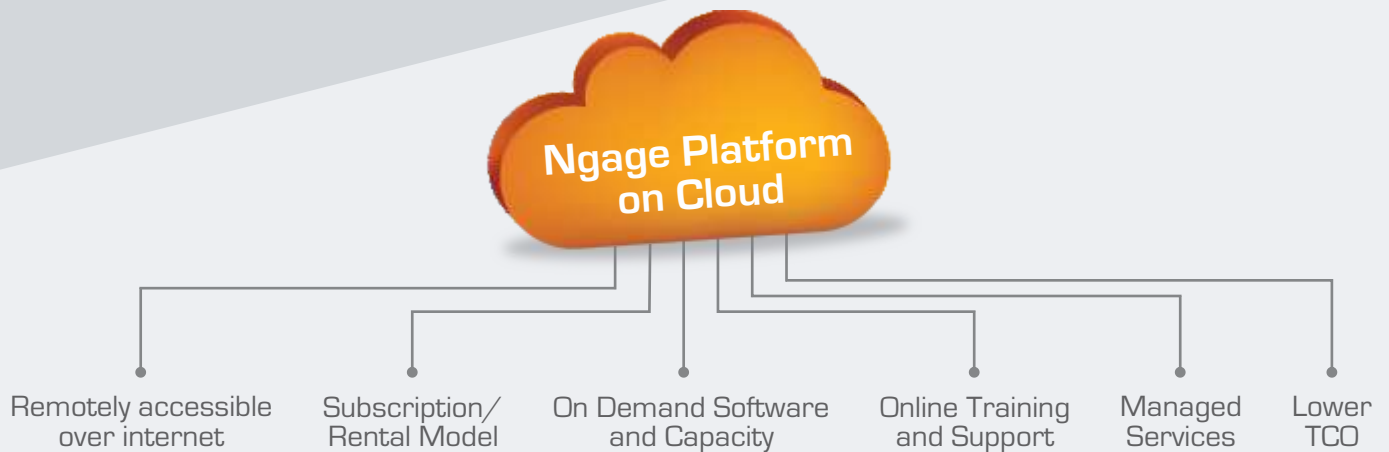
### Operator Benefits

- Protect telecom operator investments by enabling them to monetize A2P and digital traffic
- Centralized control by enabling operators to enforce policies to protect network from misuse
- Adopting different charging models for different engagement services
- Consolidation of all enterprise campaigning needs in one platform, reducing operational costs

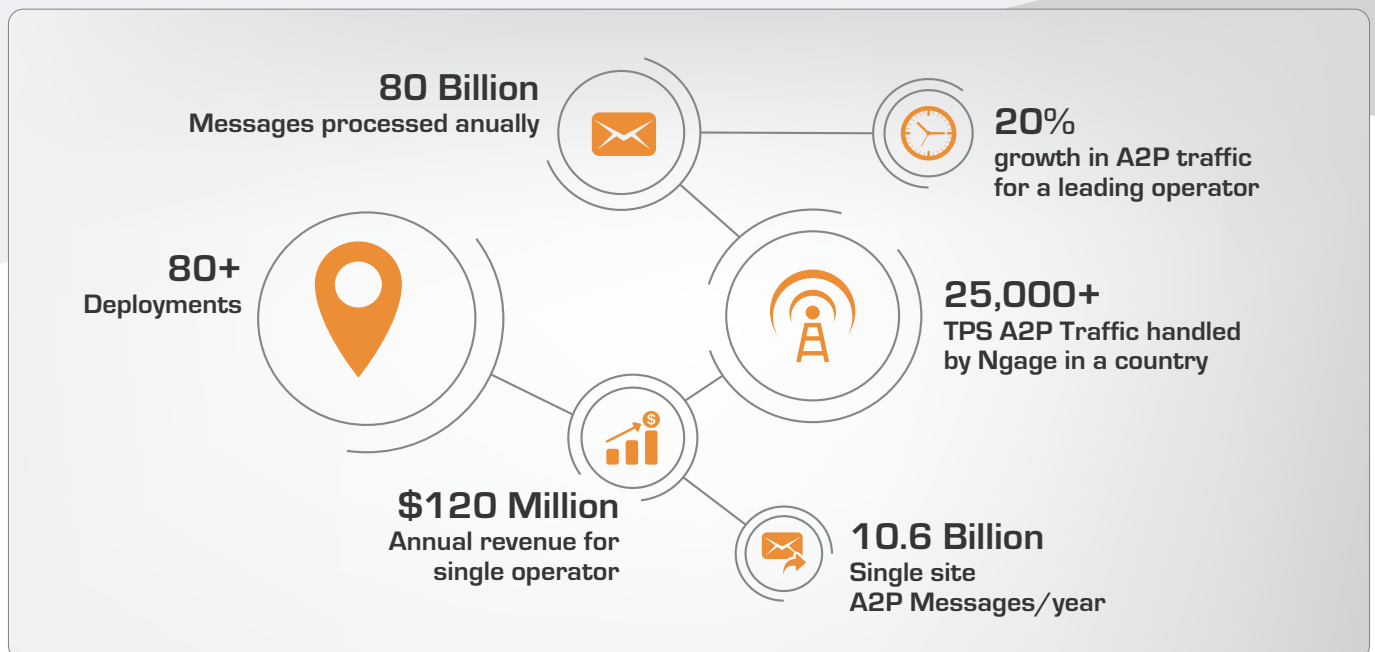
## THE COMPETITIVE EDGE OF NGAGE MESSAGING PLATFORM



## CLOUD READINESS



## NGAGE MESSAGING PLATFORM: TRUSTED BY OPERATORS WORLDWIDE



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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