



Orange

NEWSLETTER



**Our belief
is in putting the
customer first**

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From Salah's Desk

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From Salah's Desk

While these turbulent times have rendered it vital to re-examine existing business arrangements, it certainly hasn't dampened our belief in putting the customer first! All this whilst ensuring business continuity, of course.

Our partnership with Orange stands testament to this. A partnership spanning **over 15 years and 68 deployments in over 20 countries** later, we have certainly achieved several milestones during this long and fruitful journey. Of course, we have just begun and the expected innovations in the global technology going forward will keep us on our toes. As will the enhanced collaboration in the ecosystem. One thing's for certain, though, the best is yet to come!

Infinity

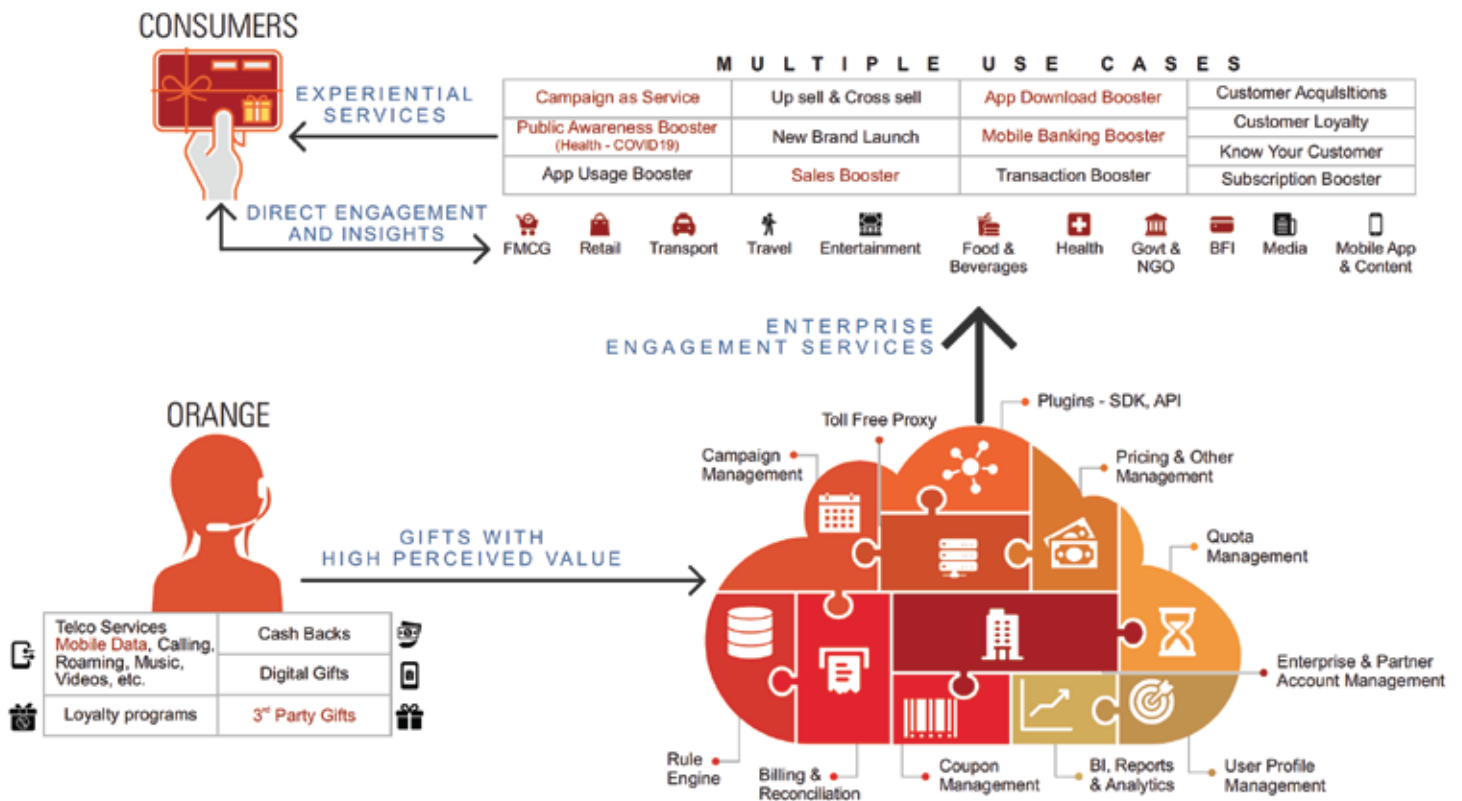
A New Revenue Stream for Telcos with Zero CAPEX

While over-the-top players (OTT) are playing a significant role in the digital revolution, operators are gaining ground as well. The disruption triggered by OTTs has put tremendous pressure on a telecom company's core revenue streams – voice and messaging. While telecom companies are investing in data networks and banking on the growth of data revenues, hyper-competition has been driving the same towards path of commoditization. In this context, telecom companies are re-inventing themselves to build profitable business models for the digital economy. The new business models are expected to create new revenue streams with higher profitability. Moving beyond traditional carrier services — voice, messaging, data and video, operators are aiming at becoming integrated digital services providers to bridge the digital divide of access and quality of service between the enterprises and the end consumers.

Comviva's Infinity solution comes in this context as enabler for telecom companies to monetize their two most valuable assets, which are the network and the customer base, and generate a new revenue stream from enterprises that only OTTs and media are covering today, and without the efficiency and interactivity that only a telecom company can provide.

Enterprises can leverage the operators' data channel infrastructure and create rich and contextual digital engagements with their consumers, partners, employees and connected devices. Therefore, this implies more impactful marketing campaigns with higher return of investment for enterprises and more meaningful interactions for customers.

A typical use case consists in offering digital gifts (data bundles, international minutes, content, etc) in products that are sold in supermarkets. The customer will redeem these gifts by engaging with the enterprise via their mobile, allowing the enterprise to get rich feedback on their products (who buys, where they buy, when they buy, etc) which will help them grow their business.



Comviva Infinity enables telecom monetize network and the customer base for new revenue from enterprises

Telecom companies can benefit from this solution with virtually no impact on their infrastructure, as the platform will be deployed on the cloud (private or public like Amazon Web Services) and will use only standard APIs to interconnect with the telecom company's environment. This architecture allows faster time-to-market and minimal integration costs.

From a commercial standpoint, **the model we propose is revenue share-based; allowing Orange affiliates to start generating revenue without any CAPEX. In addition, and in order to grow the business faster, Comviva proposes roping in business consultants who can support, totally free of charge, Orange teams in identifying opportunities and signing new enterprises.**

Comviva and Orange have already signed a group contract regarding this solution in the Mobile Data Essentials agreements, and we have already two countries which have launched or are just about to launch the services: (where they buy, when they buy, etc) which will help them grow their business.



Orange Jordan launched this service few months ago and a large campaign was recently concluded with Pepsi. In the meantime, multiple other campaigns are being executed as well. The response has been positive so far, despite the impact of the lockdown. This success story has been covered by the media, which has, in fact, encouraged more enterprises to join in.



Orange Morocco

The service was launched a few weeks ago and two notable brands, Taj-Bladi from Novatis Group and Excelo have already signed up for these campaigns.

The campaign executed for Taj-Bladi was recently launched. In the meantime, several other enterprises are already preparing to sign-up for the same.



For more information, **please contact your Account Manager**. We will be glad to meet you, in order to answer questions, showcase the solution and work with you in this new business venture.

A woman with curly hair is looking at her smartphone. She is wearing a colorful patterned top and pink pants. The image is framed by a red and orange geometric shape.

Stepping up

Introducing the Zebra V7 Platform

This platform reflects a solid technological and Business partnership of more than 15 years.

PreTUPs within Orange, mostly known as Zebra, is a real success story that we are all, Orange and Comviva, participating in. This platform reflects a solid technological and Business partnership of more than 15 years. During all these years, Zebra has shown great capacity in fulfilling Orange needs in the Top Up domain and extreme flexibility to adapt to all the markets within 20 Affiliates.

Today, always towards the same objective and with the same energy, Zebra has moved to a new Release V7. The V7 is the fruit of close collaboration between Comviva Teams and Orange Techno Centre and Orange Labs. The changes brought by this new version are covering all the Orange expectations, at technological, functional and Business levels, in order to reduce the costs, better serve the growth, while bringing the cutting edge technologies.

One of the main advantages of the Zebra V7 is related the DB technology. In fact, Zebra is now deployable on a PostgreSQL in addition to Oracle. PostgreSQL is an open- source DB free of cost, that will allow the Orange Affiliates to make a huge cost saving. In fact, without counting the Oracle license itself, and considering only the maintenance charges for Oracle, **each Orange affiliate can make a saving of at least 12 % on Zebra maintenance charges.**

Besides, the V7 introduces a set of creative features that have been made in the guidelines of the Orange Techno Centre. These features would allow Orange to better monetize the Recharge service and run the distribution operations more effectively.

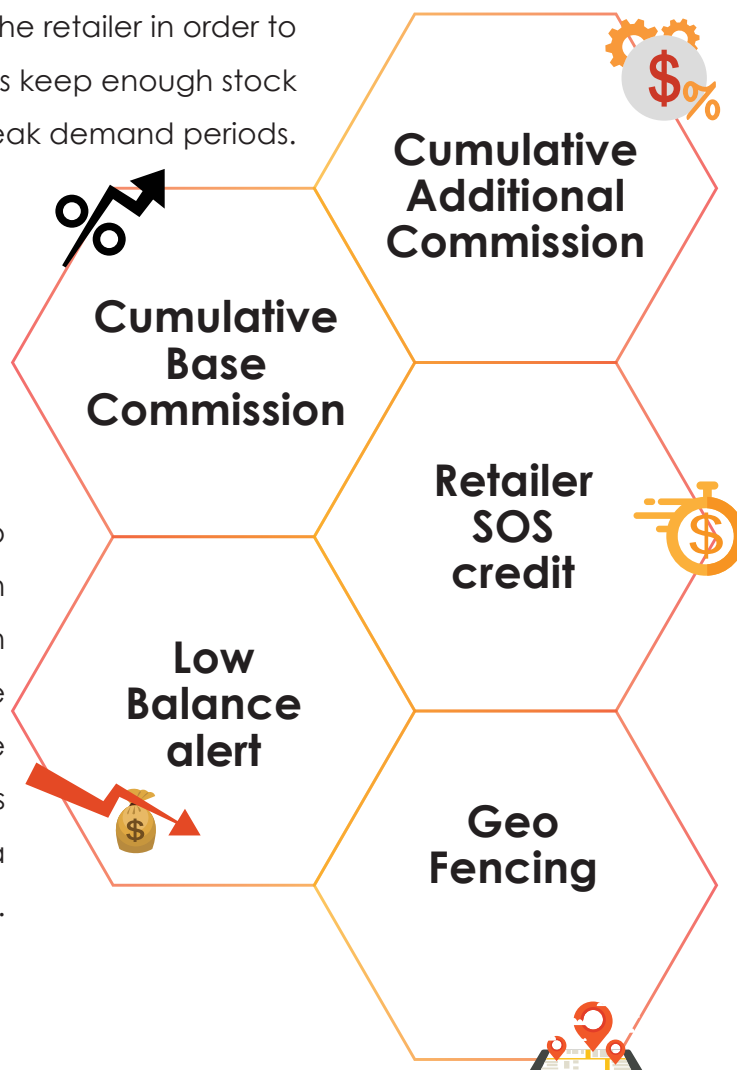
A new additional real-time commission that can be given to the retailer in order to motivate him to achieve some specific targets of Recharges in a specific timeline and also, if needed, for a specific Recharge Value or set of Values.

A new additional real-time commission that can be given to the retailer in order to motivate him to always keep enough stock specifically during peak demand periods.

Allow the Affiliate to better alert, and in real-time, the distribution hierarchy and the Channel Admin once the balance of a retailer is getting below a predefined threshold.

Allow the retailer to never get out of stock when it is impossible to join the parent channel user N+1) in the distribution hierarchy. This request can be initiated to Opco, distributor or parent. The SOS credit can be either automatically settled in his balance credit (O2C or C2C), or it can be an offline settlement.

Based on the network RAN cell-id, it allows the Affiliate to forbidden transactions/receive alert if a retailer is performing out of his authorized Geo Zone



Last and not least, the V7 is supporting also the second part of the recharge service – in addition to Top Up – the Voucher Recharge.

The VMS, Voucher Management System, is a complete Voucher solution that is totally convergent with Zebra (Top-Up). In other words, both VMS and PreTUPs use the same DB and transaction/web servers. It allows an end to end voucher management starting from generation till consumption while the promotional mechanisms and Distribution Hierarchy are mutually converged. Besides, it offers the possibility of a complete tracking the vouchers from point of generation to point of consumption, which makes the process of voucher production and distribution much more effective for the Business.

The icing on the cake, the VMS system supports the EVD feature: Electronic Voucher Distribution. This will allow making huge cost-saving; no more mandatory to print and distribute the vouchers. In more details, the retailer can only dial a specific sequence and the customer will receive a voucher by SMS. It is valuable to highlight that both Physical Voucher distribution (traditional way of printing and distributing vouchers) and Electronic Voucher Distribution are supported by Zebra V7.





From a technical standpoint, one advantage of VMS is on the fly purging facility enabled with no downtime; This means the mechanism of cleaning DB from old consumed vouchers will be 100% transparent for the System.

In order to remain always fully compliant with Orange Group's strategic guidelines, a detailed BoQ, and technical architecture has been elaborated in order to guarantee the most efficient and modern deployment of Zebra V7. With full support and sign off of Orange Labs Team, Zebra V7 will be deployed on a complete virtual environment using VMware, in order to guarantee high scalability and performance. The best choices from the HW standpoint (full Flash HP storage, Blade servers) are also detailed and agreed with the Orange group for all TPS patterns. The V7 has been qualified by Orange Labs successfully and is fully ready for deployment.

If the V7 is now the present for Zebra, this is because the V6 will be end of support at most by DEC21, as contractually agreed between Orange Group and Comviva. Going forward, our collective focus should be to upgrade all the affiliates to Zebra V7 before DEC21.

The new features would allow Orange to better monetize the Recharge service and run the distribution operations more effectively

DANS LES COULISSES: Zebra Services – Success Story

Un tête-à-tête avec Yves Kom, CMO, Orange

En quoi consiste Zebra Service?

C'est un service nous permet d'atteindre notre cœur de cible (en terme de souscriptions à nos offres) par un canal déjà existant mais très peu exploité à ces fins, le Call BOX.

- Il y'a une multitude d'offres proposées
- Il permet la sélection de la meilleure offre et proposition aux clients
- Il aide à la fidélisation des clients
- Il permet une différenciation sur le marché
- Une croissance significative des revenus est observée

Pourquoi avoir pris le pari d'être le pays pilote pour Zebra Service ?

Le marché des télécoms au Cameroun est un marché assez mature en terme d'offres et de service. Le maître mot depuis quelques années déjà est un besoin de différenciation, lorsque ce projet nous a été proposé par Comviva courant octobre (fin) 2016 nous y avons vu une réelle opportunité et nous n'avons pas hésité.

Comment s'est passé la phase de POC et comment se porte le service aujourd'hui ?

La phase de POC fût palpitante. Nous avons posé les bases du mécanisme final que nous souhaitons avoir.

L'opérationnalisation et l'implémentation sur le terrain ont été les plus grands enjeux. La clé du succès a été l'étroite collaboration entre le Marketing et la Distribution. La première étape a été de former les équipes de formation, puis les AVCI, les commerciaux et enfin les Call Boxeurs.

Quels sont vos principaux résultats?

Pour l'année 2018, soit quelques mois après le lancement de Zebra Service, nous avons noté :

- Une progression de 83% de la vente des bundles
- 18 000 Call Box enrôlés
- 300 millions de FCFA de chiffre d'affaires générés

Quels sont les facteurs de succès de Zebra Service?

- Garantir la coordination des opérations DD-DMC-DTI-DSC
 - Lancement par zone continue et bien circonscrite
 - Formation et suivi immédiat
 - Différencier les offres en self des PDV
 - Animer les PDV et les end users des zones embarquées
 - Disposer d'une SIM STKB pour effectuer régulièrement des tests sur la stabilité
- Un reporting terrain global au 2 fois/Sem

Facts and Figures

Key performance and deployment highlights

15
years of
partnership



Over
68
deployments
in over



About
3 Bn
top-up transactions
managed by
Zebra every year

Over
€1 bn
in orange money
transactions
managed by Tango
every week

20
countries


Successful
launch of
the Infinity
solution



Commercial results of Zebra
Services in 2019 confirming
expected revenue boost



Zebra upgrades to 7.x
started in affiliates
(eg. Mali)





**Geared
towards
the same
objective
with the
same
energy**



About Comviva

Comviva is the global leader of mobility solutions and a part of the \$21 billion Mahindra Group. With customer centricity, innovation and ethical corporate governance at its core, the company's offerings are broadly divided into three categories—Financial Solutions, Digital Systems and Growth Marketing. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services. The company strives to enable service providers to enhance customer experience, resolve real, on-ground challenges and leverage technology to transform the lives of customers. 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

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