

comviva

A TECH MAHINDRA COMPANY



**A2P MONETISATION –
EXPLORING POTENTIAL REVENUE**

Analysts predict the global A2P messaging market size is expected to grow from **USD 64.1 billion in 2021** to **USD 78.4 billion by 2028**.



The issue of grey routes and revenue leakage increases as there is increase in traffic. Key challenge for mobile network operators is to monitor adequately, control, guard and therefore monetize their SMS traffic effectively.

Why are operators slow to move on A2P Monetization?

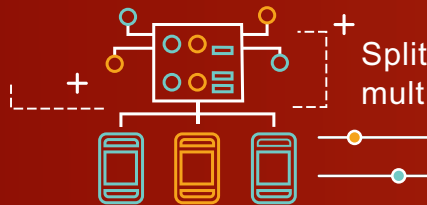
Low A2P messaging rates



Continuous Revenue leakage from messages delivered via Grey Routes



Split staffing across multiple divisions



Unable to ride the wave of communication technology trends in the marketplace



Comviva's holistic solution for A2P Monetization

A2P Messaging Monetization

GENERATE



Generate new revenues through enterprise engagement and international connectivity

MONETIZE



Business operations, managed services and consulting services to fully monetize the A2P Traffic

CONTROL

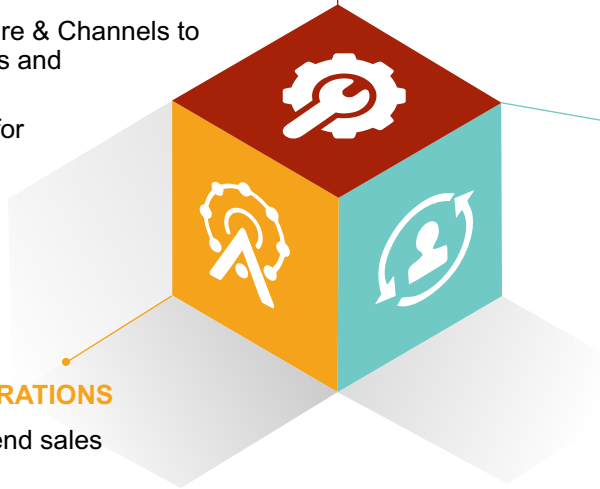


- Control revenue leakages and SPAM in the network
- Ring Fence the network by blocking all grey routes

Our Offering to MNOs

TOOLS & PLATFORM

- Provide required platform to manage A2P messaging
- Adding new feature & Channels to enhance business and revenue growth
- Seek exclusivity for A2P termination



SALES ENABLEMENT

- Pre-Sales support/ dedicated product sales expert
- Sandbox environment, training and certification
- Business consulting, collaterals, demo, customized decks

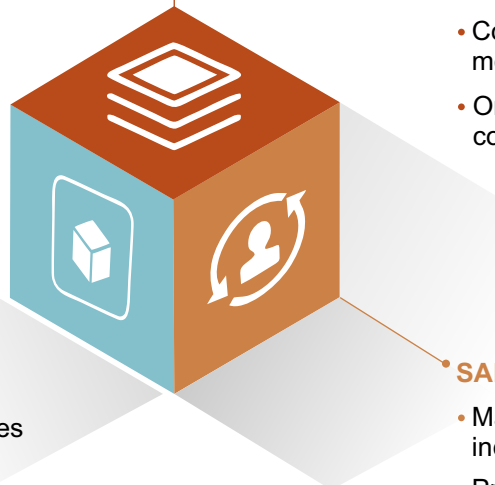
SALES AND OPERATIONS

- Manage end to end sales and operations
- Work along with operator companies to achieve maximum monetization.
- Dedicated team for enterprise management

Our Offering to Enterprise Business Units in MNOs

BUSINESS MODULES

- Flexible business models including revenue share.
- On-premise & Cloud based deployment support
- Experience of monetizing 40+ deployments
- Dedicated team for custom Chabot development for enterprises



PLATFORM

- Comprehensive CPaaS platform for enterprise engagement and process automation
- Complementary solutions to increase monetization & customer experience
- One stop solution for MNO's Digital communication needs

SALES ENABLEMENT

- Manage end-to-end business operations including enterprise onboarding
- Pre-Sales support/ dedicated product sales expert
- Sandbox offering to increase sales conversion

Why Partner?



Reduce Opex

No support/maintenance costs



No infra-structure/hardware cost

The A2P business model required zero capital investment



No credit woes

No need to worry about collections and payment as committed amount is paid in advance



Minimum guaranteed revenue

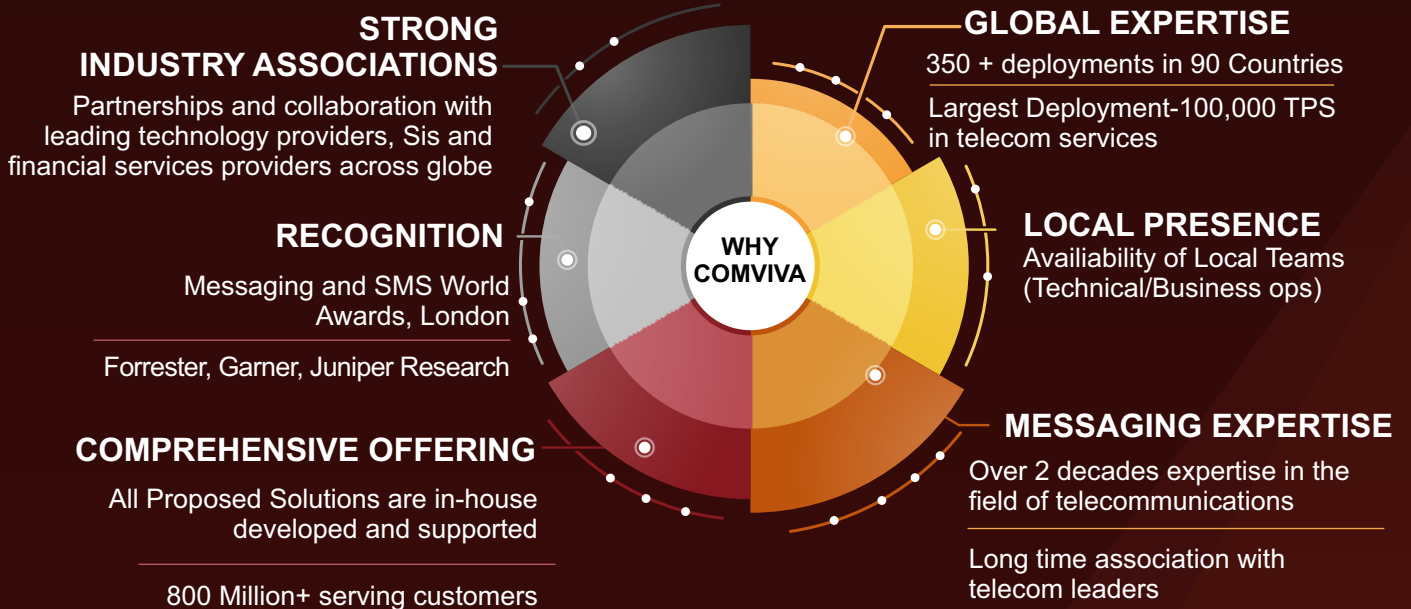
Commit to a guaranteed revenue every month



Focus on mission critical operations and leave the rest to partner

Free up your own people to focus on bigger ideas and leave the day-to-day management to our experts

Why Comviva?



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

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