

A CLOUD BASED INTEGRATED MESSAGING PLATFORM

The client is a leading provider of telecommunications and mobile money services, in Africa, working towards a vision to enable a simple and intuitive customer experience for its subscribers.



comviva
A TECH MAHINDRA COMPANY

30%
reduction in cost

200+
integrated value
added services

Challenge:

- High CapEx and OpEx with delayed monetization
- Siloed messaging infrastructure
- Multiple vendors for multiple messaging channels
- High Lead time for the new product launch

Solution:

Comviva **UNO**, an integrated communication infrastructure and monetization platform, deployed in a private virtual cloud environment with an add-on business services layer powered by **LEAP**.

To eliminate dependency on multiple siloed systems, alleviate the time-to-market and support future evolution.



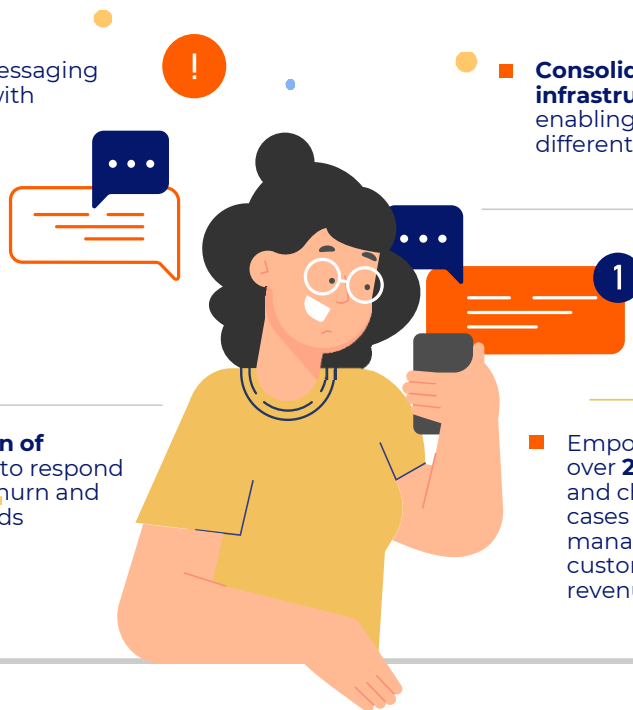
Putting the Telco in Control: a comprehensive messaging infrastructure, service creation, and monetization platform

- Simplified Multiple Messaging Channel operations with an **intuitive GUI** and **floating licenses**

- **Consolidated messaging infrastructure** into a single platform, enabling flexibility in scaling different services and growth

- Enabled **swift creation of new service bundles** to respond quickly to customer churn and changing market needs

- Empowered the client to consolidate over **200 new value-added services** and channels spread across use cases for marketing, operations management, compliance, new customer services, and enabling new revenue streams



Impact:



TAT to roll out new VAS was reduced from **3 weeks or 3 days**



Hardware **CAPEX and OPEX reduced** thanks to virtualized deployment



Zero-coding approach/ reusable components - create biz-apps faster using rapid app testing and deployment framework



A2P Monetization of push messaging traffic

30%

Reduced costs in shared license usage for messaging across operating companies



>200

value added services consolidated across regions

20+

Components for managing **multiple messaging types** of consolidated platform



Centralized GNOC integration with GUI based alert monitoring system

2000+

Short codes from various channels, were **seamlessly integrated** and migrated