

ADriN

**Application Driven
Network Platform**

Application Driven Network Platform

Technology and Networks are moving fast from conceptualization to commercialization with ever so growing device ecosystem.

With spectrum becoming more accessible and networks more open, programmable, and disaggregated, new experiences and new ways of work and play are being discovered to solve the long-standing problems – some not even identified yet!

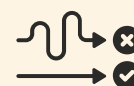
Challenges Network Custodians Face in 5G era



How to fulfil the scenarios and support innovative use cases rather than chasing technology



How to avoid rushing into the wrong network & technology investments



How to simplify & expedite the deployment and operation of use cases

Comviva's View



Vertical Industries and Enterprises should have the control to **build their own user journeys and scenarios** in real-time



Devices and Application Developers should be able to **access, control and configure the network** in real-time



Operational efficiency need **optimization for E2E flow** from infra to edge to RAN to core to network to service to application to intent on device - for B2B, B2B2X, B2X2X



TCO benefit for the customer needs to be **linear, agnostic to technology** - 4G / WiFi / IoT / 5G



Customer should have **a single partner** to own E2E use case across network, technology, device, cloud and application

What Does Comviva offer the business

Comviva proposes **Application Driven Network Platform (ADriN)** - A horizontal stack, to create user journey and use case scenarios that the end customers want to achieve; agnostic of the network, technology, hyperscaler, cloud and device ecosystem.

Key Tenants

- Gives users the ability to control the network behavior and create custom user journeys and scenarios in real-time
- Packaged as Plug & Play to enable faster deployment
- Removes significant operational and financial overheads, by tracing the chain from the network to the service to the application to the business intentions, and vice versa

Essentially what we are doing:



Creating horizontal platform that can run any vertical use cases, and those could be scalable on demand and be controlled by the end devices



Making networks and applications fully configurable in real-time to achieve operational and TCO efficiencies for each use case enabled by enterprise, hyperscaler, network provider and application developer.

Our right to win



One-stop-shop for horizontal play, agnostic to any vertical industry, cloud, network, deployment or technology type



Proven track record of **improving ARPU and ARPA** for the enabler and consumer



Not here to sell technology and network components for connectivity - here to **fulfil the scenarios and user journeys** of beyond connectivity



No baggage or legacy on working with any ecosystem partner - hyperscaler, device, cloud, NEP, enterprise, retail

About Comviva

Comviva is changing the world through digital experiences. Our innovative portfolio of digital solutions and platforms bring greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform and bring efficiency. From maximizing customer lifetime value to enabling large scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow. Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 100 countries and have delivered benefits of digital and mobility to billions of people around the world.

For more information, visit us at www.comviva.com

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