



ENGAGE

Omni Channel
Customer Engagement
Platform (CPaaS)

CUSTOMER ENGAGEMENT IS TRANSFORMING

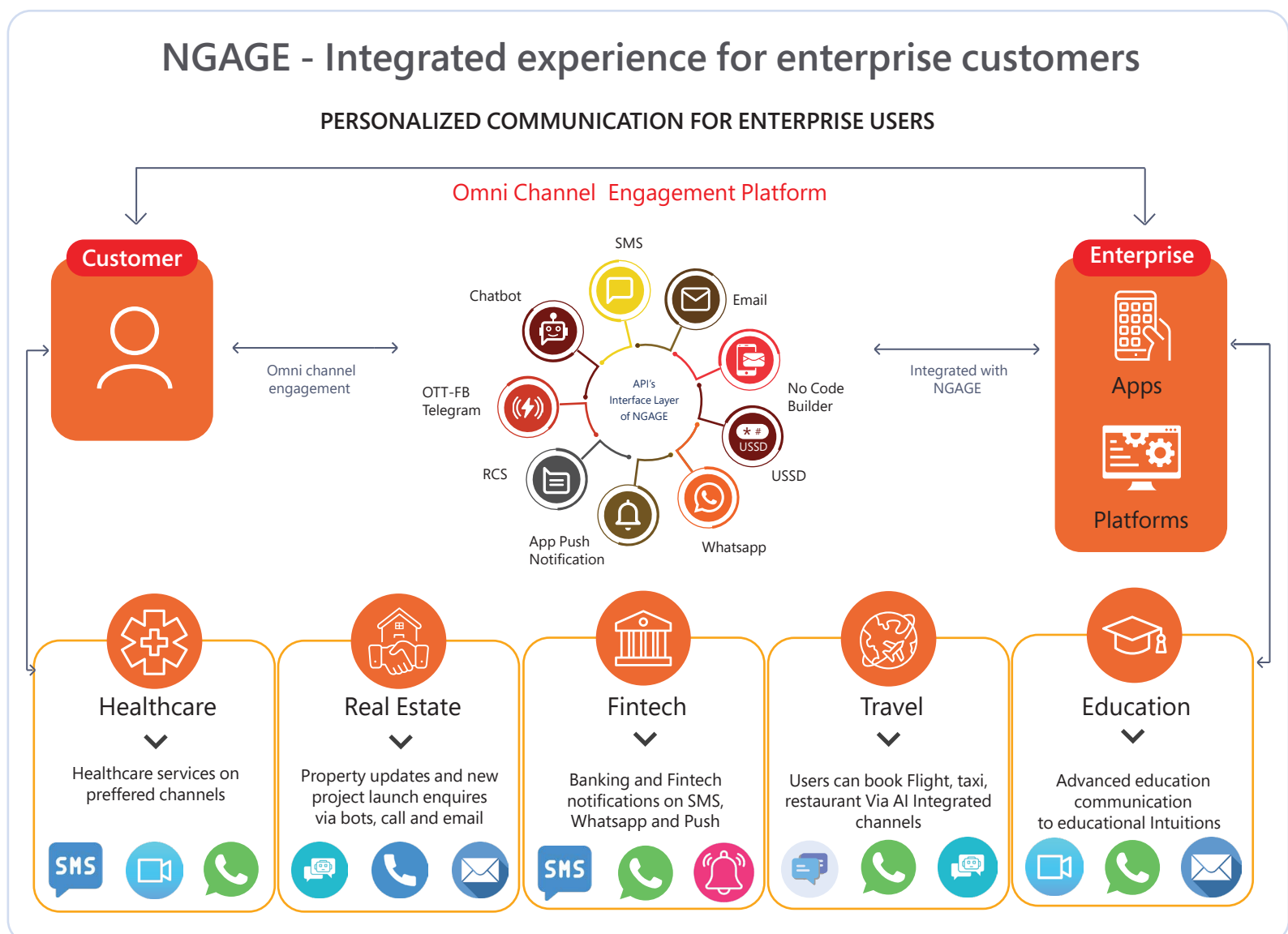
With the advent of the digital age, customer demands are reaching new heights. To stay ahead To meet these demands, operators are embracing digital-first marketing strategies to engage with customers precisely when and where they need it, creating immersive experiences across multiple channels. In this new age Omni-Channel communications era, operators and enterprises are creating seamless digital journeys through advanced messaging capabilities such as conversational AI, voice, social and OTT-based communication. Enterprises are also utilizing their developer community to lead digital transformation through an API-first approach provided by Communication Platform as a Service (CPaaS).

According to IDC, the CPaaS market is projected to reach **\$29.7 billion by 2026**, with **90%** of global enterprises expected to adopt API-enabled CPaaS offerings as a key strategy to enhance digital competitiveness—a significant increase from **20%** in 2020

Introducing NGAGE, a comprehensive and future-proof omnichannel Communication Platform as a Service (CPaaS) solution that empowers businesses with B2B2X communication capabilities, enabling them to deliver personalized and context-rich experiences to their customers.

EMBRACE FUTURE WITH NGAGE

An Intelligent Omni-channel CPaaS offering that revolutionizes how enterprises connect with their customers. It empowers businesses to communicate seamlessly with its customers, leveraging using rich contextual cadence and delivering exceptional customer experience across their preferred channels.



With this new 'NGAGE CPaaS', we aim to deliver higher value to enterprises and a true omnichannel experience to their customers. With NGAGE, enterprises can not only enable multi-level engagement with their customers but also monetize these engagements in real-time. With the new exhaustive and improved APIs and SDKs, developers can add real-time communications features to their applications without needing to build backend infrastructure or interfaces.

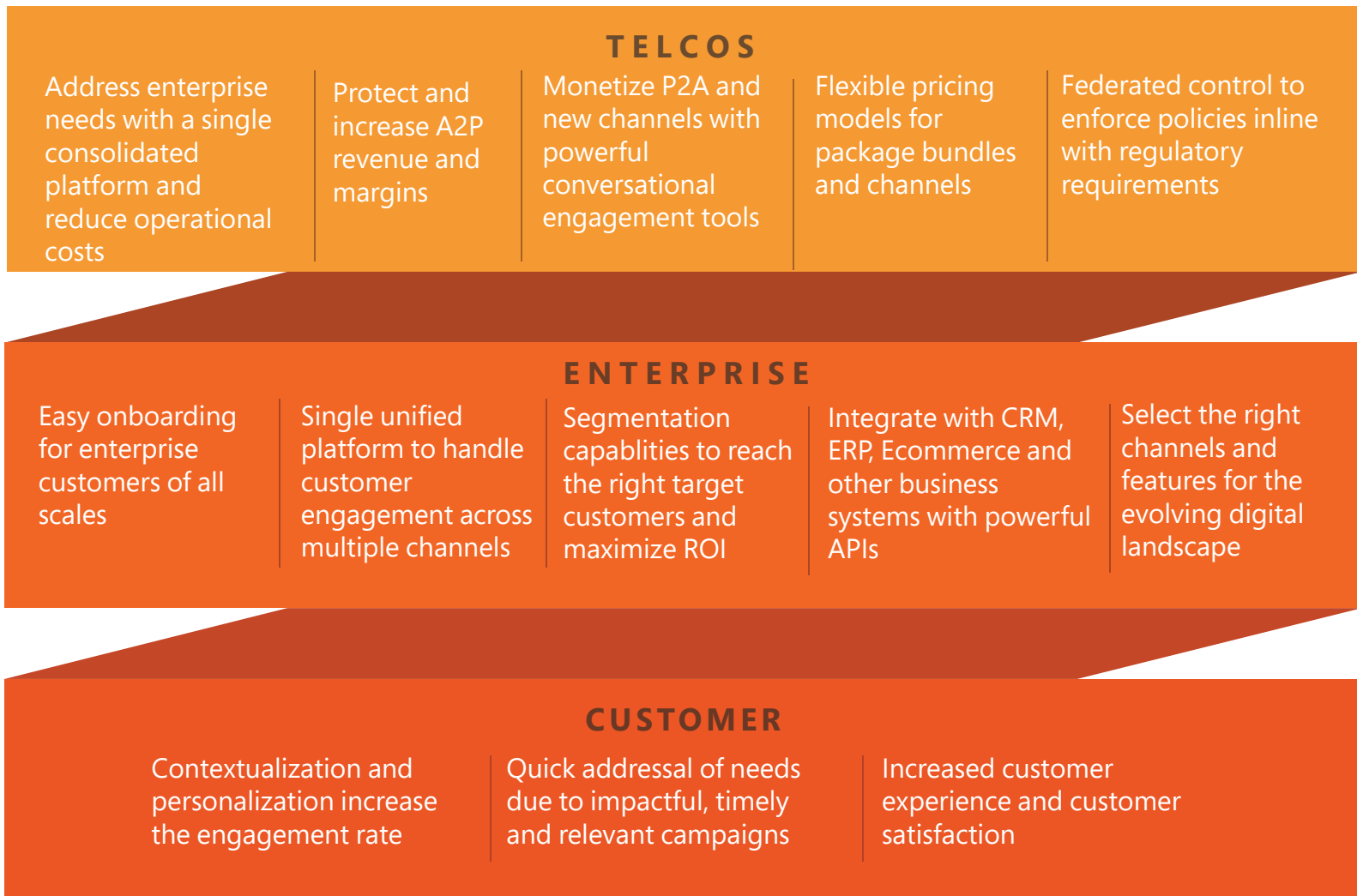
NGAGE enables enterprises and partners to engage with their end customers over a secure, reliable, highly available and scalable cloud communication platform backed by best-in-class business operations support. The platform powers one-way and two-way communication across various messaging interfaces and protocols allowing easy integration of enterprise applications through programmable APIs. NGAGE is a proven solution handling 250+ billion messages in a year providing a single window for management ensuring reduced TCO to enhance the revenues for the operator and enables them to achieve economies of scope and scale with the help of the microservice architecture.

NGAGE CPaaS Key Capabilities -

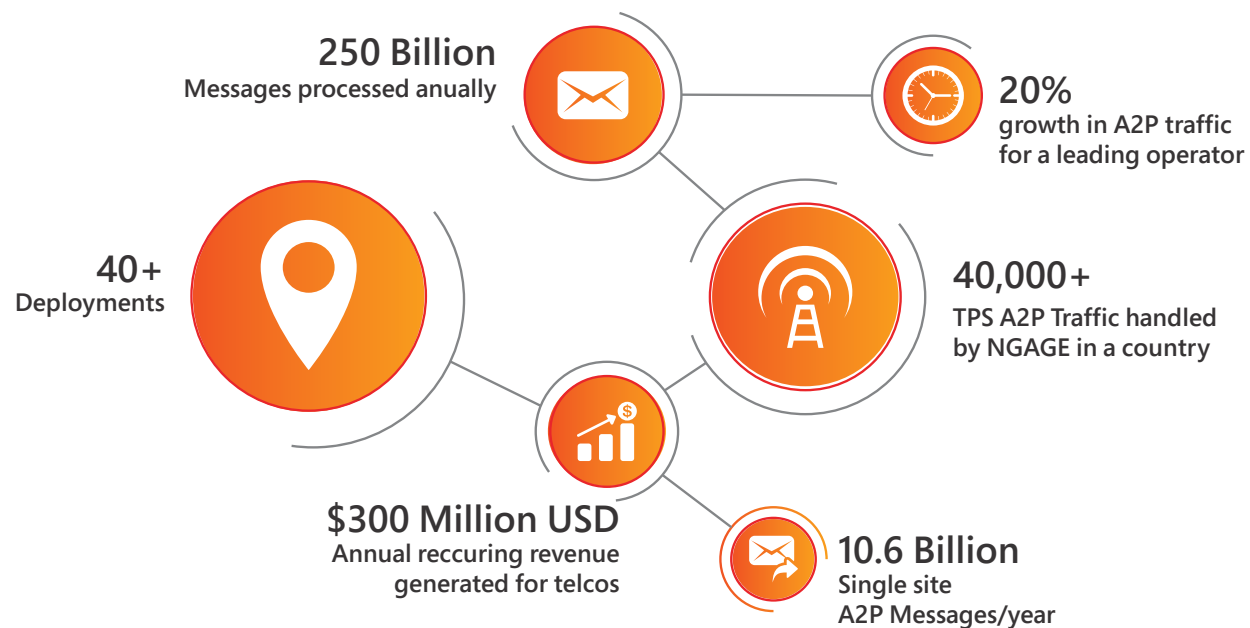


Benefit Across the Board

The benefits that NGAGE CPaaS provides to operators, companies, and subscribers includes -



NGAGE : Trusted by Customers Worldwide



About Comviva Technologies Ltd.

Comviva empowers organizations to drive transformative growth with measurable business impact. Our AI-driven digital solutions and intelligent platforms enable our customer to unlock new revenue opportunities, enhance customer experiences, and simplify operational complexities to achieve exponential success. From maximizing customer lifetime value to enabling large-scale digital transformation, Comviva is trusted by 200+ global communication service providers and enterprises to solve complex challenges and prepare for the future. With our solutions deployed across 100+ countries, Comviva has brought the benefits of digital innovation and mobility to billions worldwide.

As a subsidiary of Tech Mahindra and a member of the Mahindra Group, Comviva is committed to driving growth, efficiency, and transformation for tomorrow. For more information, visit us at www.comviva.com