



**Mobile
Solutions
by your
side.**

API Management and Service Creation for Mobile Operators

Thinking of Driving New Revenue Streams? Then the API Economy has the answer.

Are your Voice and SMS margins experiencing significant pressures? Do new revenue streams sound interesting?

If so, then experts agree that it is time to shift from being a mobile service provider to a mobile service innovator and invest in the API Economy.

In this white paper SLA Mobile, a leading partner helping global mobile operators unlock their network assets, highlights the challenge mobile operators face in today's current climate and provides an alternative solution to drive revenue through leveraging and managing successful APIs.

“Innovation is not just for the edge network or the devices, but rather the entire mobile network.”

Sharma 2012

Exploring APIs: The Challenge Mobile Operators Face

Mobile operators must reposition themselves and take control of their future by recognising that Over The Top (OTT) players should be seen as potential partnerships rather than threats. The opportunity to collaborate with the OTT players to offer compelling services to their customers is evident.

“As we slowly migrate into the Mobile Internet 3.0 world where mobile data becomes the primary source of service revenues, operators have a fundamental choice to make – either learn to live with the utility business that pushes the margins downwards by 30-50% or selectively compete and/or collaborate with the OTT players where they can offer compelling solutions and packages to their customer base and beyond.” Sharma 2012

A number of mobile operators have already realised the value of delivering third party services to their customers using integrated partners. This means that there is a need for data to be brokered between mobile network

operators' infrastructure and the outside world, leading to the requirement of an additional layer of architecture. This layer is commonly known as an API Management platform. Merchants and Partners providing services to the end customers prefer these APIs to be standardised as much as possible to ease the global reach for their products.

“The implementation of open APIs is the first step toward expanding the service provider development ecosystem and exposing the network and customer base to an infinitely varied application Environment.” Pigg 2011

Whilst this is a positive step for mobile operators it is not an easy task to achieve. Typically the purchase and maintenance cost of the software is expensive but the major problem is the cost of the ongoing systems integration and resources required for operational support of these platforms.

API Management and Service Creation Solution

SLA Mobile's managed service solution allows you to safely open your data and leverage the API Economy, building a robust ecosystem of new services and applications that drive new revenues by opening APIs for billing, profile, network, location, etc. The API Management and Service Creation solution is underpinned by specialist industry expertise and provides everything from the technology platform to business development and aftercare support.

The solution combines three key elements:

Proposition Development

Building your ecosystem of merchants and partners is key to making the API service a success. SLA Mobile will help you attract appropriate merchants and partners for your subscriber base that have the ability to drive sufficient revenues. By offering merchants a robust set of APIs that can bring value to their customers will mean more revenue for both you and them.

Service Management

SLA Mobile provides a managed service solution that takes control of the entire project for you. From choosing your appropriate platform to on-boarding merchants and partners, the SLA Mobile team takes care of it.

Operational support through contact centre services is available to provide assistance on a 24/7 basis for mobile operators via a regional support number.

Management of security in an API economy is a continuous process that requires proactive investigation of all available data and continuous update and review of all architecture and operations decisions. By doing so, SLA Mobile will ensure your API service is not threatened by any security vulnerabilities. SLA Mobile maintains a stringent process to ensure the quality of all services. Right from the initial engagement, they will ensure that all activities are completed to the highest quality and managed efficiently.

Technology Expertise

SLA Mobile's experience and expertise in the telco industry is significant. The SLA Mobile team is equipped with extensive domain expertise and knowledge of the operator infrastructure which means they are able to efficiently support you. Their considerable experience in the professional services industry means that the team can provide business consultancy services right through to aftercare support.

How the API Management and Service Creation Solution Works

Platform Choice

You will be provided with an 'out of the box' capability which will allow you to start generating revenues immediately, with little to no risk. You will be free to choose the platform vendor of your choice and SLA Mobile will provide independent advice as to the pros and cons of each platform.

Hosting

You will be given the option of both local or cloud based hosting. In markets where regulatory restrictions prevent cloud based solutions, the managed service model would only be economically viable if SLA Mobile support staff are permitted to have remote access to your production platforms.

Resource Location

You will be provided with a combination of on-site and off-shore resourcing and SLA Mobile will make a local presence available at all times. You will benefit from having a high quality in-house, bespoke team to deliver the solution best suited to you.

Business Development

A small regional or local team, primarily focussed on procuring the third party service partners will be provided by SLA Mobile on your behalf. The team's key motivation will be to build an ecosystem of new services and applications that you can offer your customer base.

How the Operator Benefits

The API Management and Service Creation solution allows you, the operator, to drive new revenue streams in a cost effective and virtually risk free way. Collaborating with industry merchants and partners will allow you to create additional revenues to support future growth.

“By focusing on the vertical areas such as health, retail, education, energy and horizontal areas such as security, cloud computing, payments, and others, mobile operators can create a sustainable revenue source for the future.” Sharma 2012

SLA Mobile’s domain experience and expertise enables you to unlock your network assets to the API Economy. The extensive managed

service solution means a rapid and cost effective deployment and integration of your platform of choice. The solution provides a low cost of entry option into the market which eliminates the main barrier to entry.

SLA Mobile takes control of the entire project from business consulting to aftercare support which lets you start leveraging the opportunities of the API Economy and get to market faster.

“Service providers have an opportunity to get in front of the dumb-pipe pack and position themselves as active participants in the Internet economy, rather than as incidental enablers.” Pigg 2011

Delivering Success through API Management

Leveraging the API Economy, in partnership with SLA Mobile, will give you the capability to bring innovative third party services to your customers with a cost effective and risk free solution.

Utilising these APIs will allow you to understand your customer better and enable the introduction of new services and applications, reducing churn, driving income and increasing customer satisfaction.

References

Pigg, J. (2011) The Operator as Innovator: Smartphones, Smart Apps and Smart Pipes. Yankee Group Research

Sharma, C. (2012) How Operators can become Service Innovators and Drive Profitability. Mobile Internet 3.0.



EMEA Headquarters:

SLA Mobile
Northern Ireland Science Park
Queen's Road
Belfast BT3 9DT
Northern Ireland, UK
Tel: +44 28 9073 6780
Fax: +44 28 9073 6781
Email: emea@sla-mobile.com

Asia Pacific Headquarters:

SLA Mobile
Level 33A, Menara Standard Chartered
30, Jalan Sultan Ismail
50250 Kuala Lumpur,
Malaysia
Tel: +60 3 2143 5533
Fax: +60 3 2143 3533
Email: apac@sla-mobile.com.my