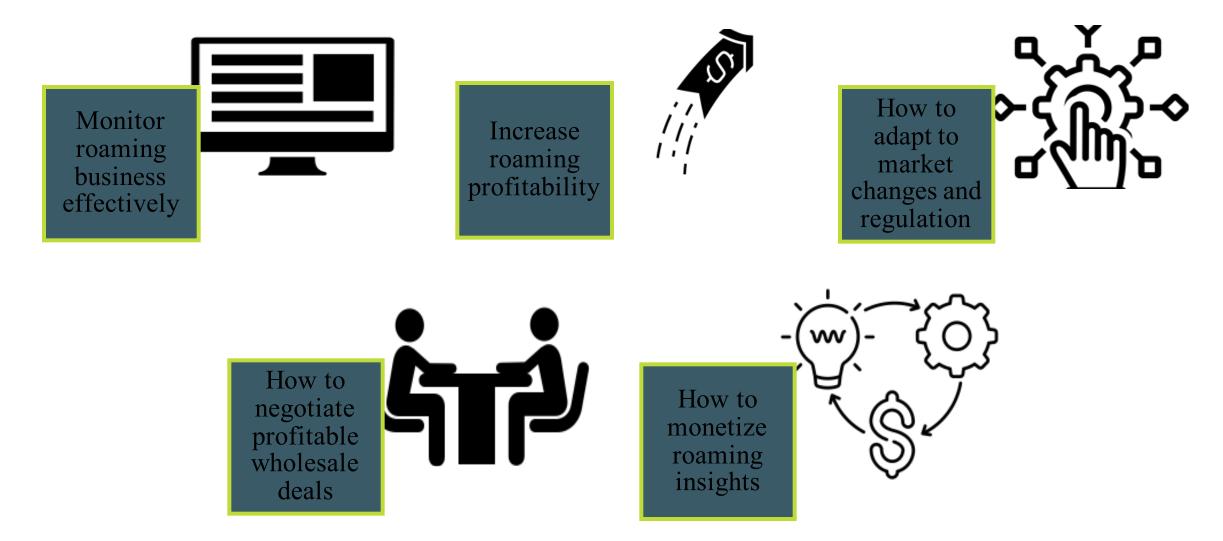
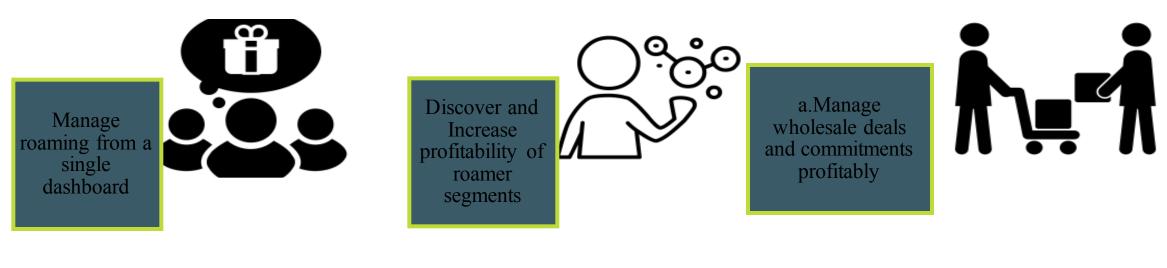


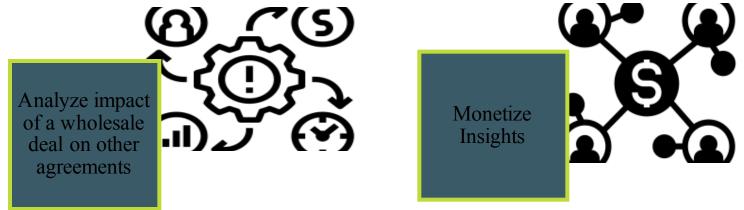
# **Business Challenges**





# **Operator benefits?**







## **Our Solution: Roaming Business Advisor**

Analytics enabled product suite to enable retail and wholesale analytics

Retail roaming plans cannot be "reasonable" if wholesale costs are "unreasonable"

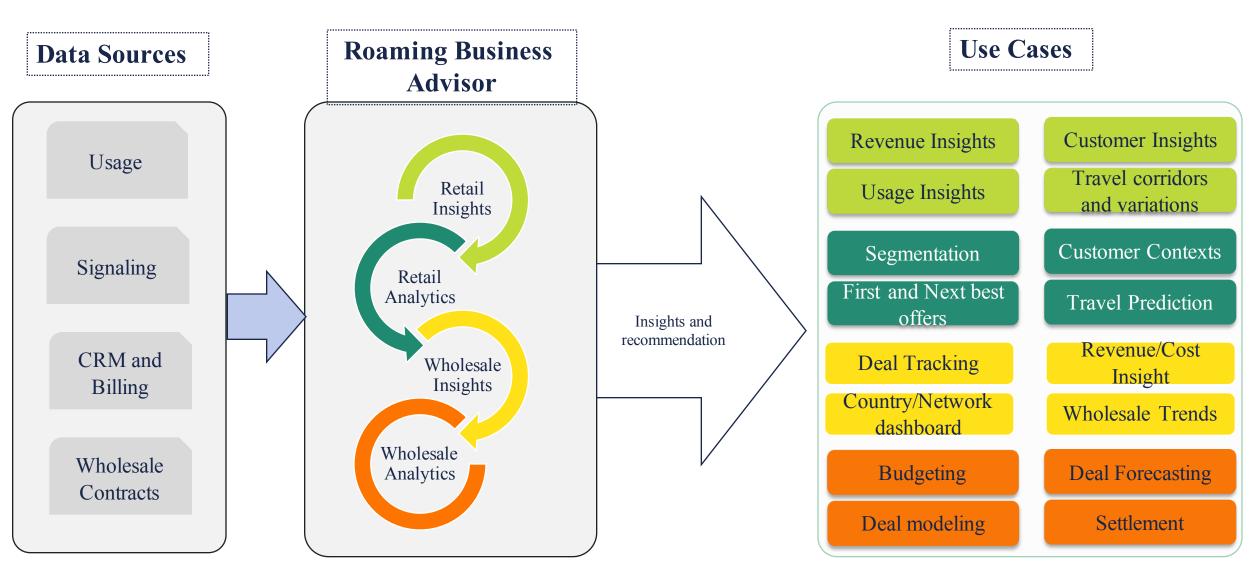
Retail Business Advisor

Wholesale Business Advisor





## **Our Solution: Roaming Business Advisor**





# Retail Insights – Roaming Business and Customer

## Business KPIs (\$\$\$)

- Average / Median revenue/usage metrics for voice, SMS, data
- Visited country cohort analytics
- Day-pass, weekly-pass, monthly-pass and usage analytics
- Quality and Quantity of roamers

### Trends

- Key Leader and Laggard geographies by revenue/usage
- Changes in pre-packaged and user defined segment

Pre-packaged Insights for retail



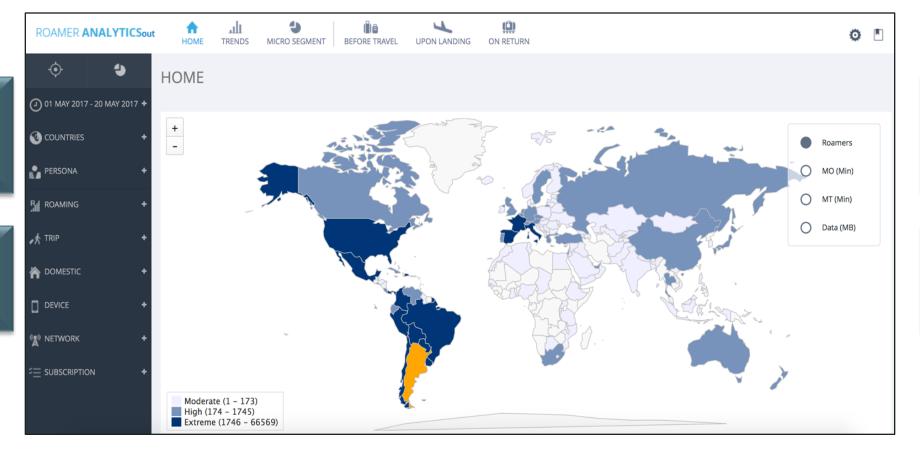


## Retail analytics

Detect, identify and segment roaming users, and proactively address the opportunity to monetize their roaming status via targeted actions and offers

Near Real Time Silence Detection

Roaming
Category
Silent / Value /
Premium



Inbound /
Outbound
Roaming
Analytics

Open APIs for Call to Action

# Predict Travel Segment

Maximize engagement opportunity by predicting next potential travel with analytics—driven insight and recommend packs for increasing roaming usage

# LIKELY TRAVEL DESTINATION



#### LIKELY DURATION OF TRAVEL



#### **EXPECTED USAGE**

High / Low spender when local?

Heavy data user?

Specific app user?

#### NATURE OF TRAVEL

Business, Leisure, Family Visit, Migrant Worker's home visit, etc

#### **DEVICE**

Smartphone user? Which device? How long?

# PREVIOUS TRAVEL EXPERIENCE

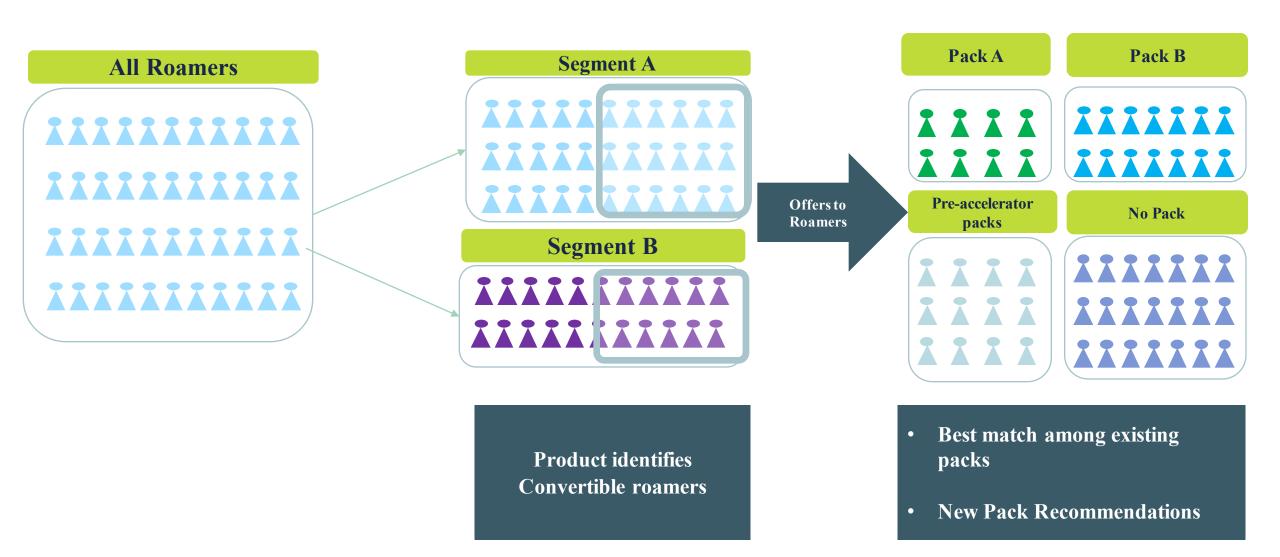
Bill shock during earlier travel?







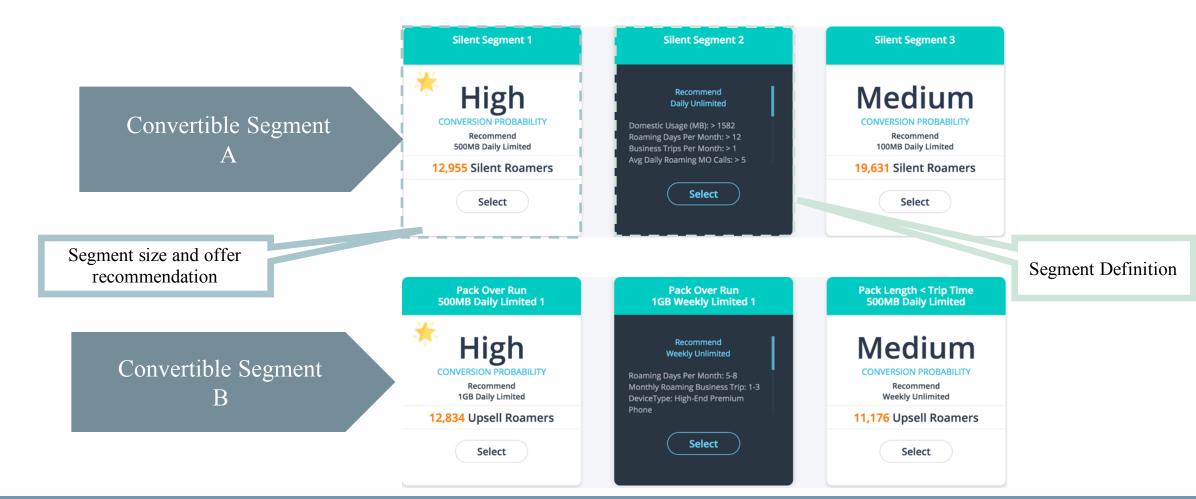
# **Identify Personalized Offer**





### **Translate Model Outcomes into Action**

"Segment Recommendations" that indicate purchase propensity



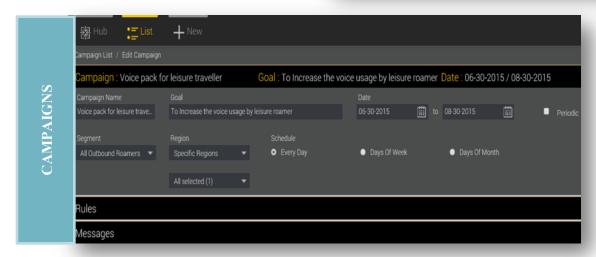


## Call 2 Action for Internal Monetization



**Accelerated Segments : Analytically derived Actionable Segments** 

• Convertible Segments



PACKS/POLICY

Search	Policy All	All ▼ Tenant Network All ▼ Go + Add					
Policy Name		Policy Name(in Alt Lang)	Tenant Network	Roamer Type	Policy Type	Service Type	Subscription Type
10 Day Trave	el Pack		Mobileum Networks (999,09) (123,02)	Outbound	Charging	MO Call, MT Call, MO SMS, Packet Data,	Expiring
31 Day Trave	el Pack		Mobileum Networks (999,09) (123,02)	Outbound	Charging	Packet Data,	Expiring
<u>Daily Pass</u>			Mobileum Networks (999,09) (123,02)	Outbound	Charging	Packet Data,	Expiring
PAYG			Mobileum Networks (999,09) (123,02)	Outbound	Charging	MO Call, MT Call, MO SMS, Packet Data,	Recurring

#### **Accelerated Pack & Policy Design**

- Ready to activate Pack & Bundle types
- Enforce Policy Notify / Throttle / Block

#### **Accelerated Campaigns Templates**

- Pre-Built Rules Configurations
- Ready to launch Campaign Templates





### Personalization at scale

### Personalization is the elusive golden ticket

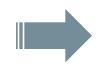




## Call 2 Action for External Monetization









#### **Insights**

#### **Market Share**



Frequent flyers, business or leisure travelers who choose Our Airline or other airlines

#### **Booking Preference**



When our Airline's customers book tickets In which destinations our Airline is the preferred or non-preferred airline

#### **Similar Travelers**



Premium travelers who are not with our Airline but can be seen in Telecom data

#### **Co-travelers**



Family members or business associates who travel along

#### **Family travelers**



- How many Airline travelers combine business and leisure?
- Their family choose other airlines

#### Baggage



Predict baggage needs based on predicted travel persona or family travel

