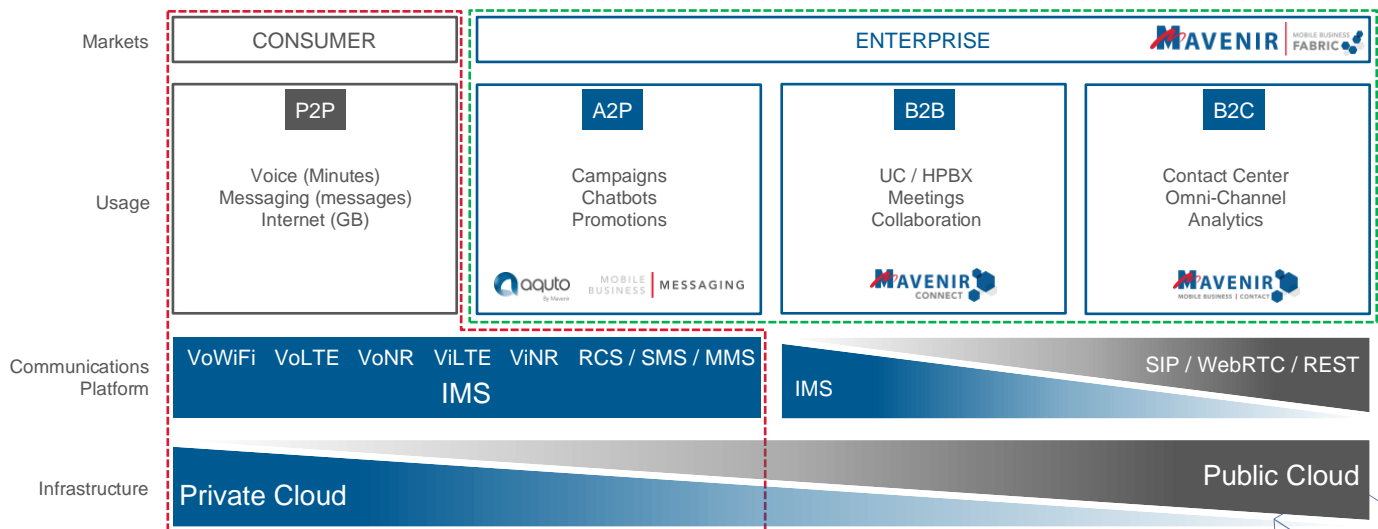


STRATEGY FOR MNO COMMUNICATIONS

The evolution of voice services from 2G/3G to 4G VoLTE and 5G VoNR are driving Mobile Network Operators (MNOs) to adopt IMS. The need to modernize operations is driving MNO's to refresh IMS assets and deploy in cloud environments with automation. In order to better monetize IMS assets, MNOs need to partner with a vendor that can not only deliver IMS in the cloud but also help the MNO innovate services.

A proven leader in IMS technology, Mavenir has been the vendor of choice for the leading MNOs for most IMS refresh opportunities due to its demonstrated VoLTE/VoNR experience and its underlying technology acumen in modernizing operations in cloud environments. Mavenir is the market leader in deploying IMS in NFV.

IMS is a critical asset for MNOs, for it is the platform that enables the communication channels that MNOs can monetize in a variety of use cases for consumer and enterprise applications: voice (VoLTE, VoNR and VoWiFi), video (ViLTE) and messaging (RCS). These channels become valuable components to meet today's and tomorrow's communication needs; starting with basic peer-to-peer (P2P) user interaction (table stakes but commoditized), and opening up a broad range of application-to-person (A2P), business-to-business (B2B) and business-to-consumer (B2C) use cases. With a solid underlying IMS framework and services portfolio, the mobile operator can further monetize its network by offering high value—and margin—services that target the business market segment.



Mavenir's Strategy for MNO Communications

Monetization Capabilities across Usage Models for the Enterprise Market

Application to Person (A2P) Communications

MNOs saw their consumer person-to-person (P2P) and interconnect SMS revenue decline dramatically with the arrival of the over-the-top (OTT) messaging applications (WhatsApp, Facebook Messenger, Snapchat, Viber, etc.). Their application-to-person (A2P) SMS traffic, however, has continued to grow and represents USD \$60 billion globally. OTT service providers recognize the magnitude of this market opportunity and are pivoting to business messaging (A2P and P2A) as a key monetization strategy for their business models based on “free” P2P messaging services. Mavenir, the market leader in telco messaging, enables MNOs to act swiftly and offer an upgrade from SMS A2P to RBM (RCS Business Messaging) with multimedia capabilities and message analytics equivalent to those offered by OTT apps, but maintaining the reach, reliability, security and privacy standards expected from a communications service provider.

RBM features allow brands and enterprises to enable a real dialog with their consumers. E-commerce interactions can be moved from websites to the default messaging application, and customer care engagement can pivot from voice calls to rich and optimized messaging interactions. This richness enabled by Mavenir IMS and RCS network capabilities allows the deployment of advanced monetization strategies, such as customer acquisition marketing campaigns, rewards and loyalty programs, and conversational marketing with e-commerce templated chatbots.

Business to Business (B2B) Communications

Looking towards pure B2B use cases, the way in which businesses communicate internally and with their customers is evolving and becoming fundamentally more mobile. Mavenir meets those needs with its Mobile Business Communications and Collaboration solutions.

Unified Communications

The requirements in the business segment are expanding and hinge on mobile centric features. Voice calling—and the associated hosted PBX business feature set—certainly continues to be a mandatory requirement. However, businesses increasingly rely on rich messaging, presence, and other forms of collaboration to drive efficiency in their business workflows and improve communications with their customers. More than ever, customers prefer to communicate with businesses via text. Mavenir uniquely delivers both essential hosted PBX capabilities as well as a full range of unified communications features and capabilities. One of Mavenir’s differentiators is the use of RCS for instant messaging, which breaks down the walled garden approach of the past, enabling UC instant messaging to be globally connected.

Collaboration

The adoption of video conferencing and collaboration by businesses and organizations—with screensharing, in-meeting chat, annotation, and remote controls—is growing at a quickening pace as an acceptable substitute for in-person meetings. With the recent surge in remote working, businesses desire conferencing and collaboration solutions that are well integrated with their unified communications (UC) solution, reliable, secure, and careful with the handling and treatment of private data. Whether offered as a standalone meetings solution or combined with UC, operators can craft compelling offers using the Mavenir business communications portfolio to increase ARPU and deliver yet more value to their business customers.

Business to Consumer (B2C) Communications

The last key area of monetization for MNOs lies in addressing the enterprise's need to interact with their customers. In this space, a contact center solution provides a high-margin opportunity to address two main business needs: minimizing the cost of support calls (by automating interaction and deflecting customers to low cost channels) and increasing the sales closure rate (by directing customers to the right product or service expert on the first call). Additionally, customer interactions have gradually shifted from voice to messaging, on mobile devices as well as on social networks, web chat, email and over-the-top applications. Businesses are looking for solutions that open these channels, while providing easy management.

Mavenir's Mobile Business Contact provides an omni-channel contact center solution that seamlessly integrates voice and messaging channels along the customer's journey, providing automation tools to minimize support costs (such as a visual IVR designer and chatbots), integrating with CRMs and other popular enterprise applications, with a powerful set of APIs for enterprise customization and rich real-time and historical analytics that allow businesses to measure performance and identify gaps and areas of improvement.

Disruptive Vision for the Future of MNO Communications

The pressure on operator ARPU due to the commoditization of communication services is relentless, forcing operators to seek creative strategies to maintain relevance with consumers otherwise accustomed to experiences shaped by Apple, Google, Facebook and others. A challenge facing operators is that standard mobile services delivered via the native dialer and messaging app on the home screen are relatively basic by comparison. While IMS remains a foundational technology that provides global interoperability across international networks and with a widely diverse device ecosystem, and its baseline of voice and messaging services enable essential communication channels, these services don't engender a compelling customer experience.

In short, Mavenir views IMS as "necessary but not sufficient" relative to the (OTT) standard bearers for communication services. Our vision for the future of mobile communications leverages IMS as a communications platform that can be enhanced and customized to create rich and contemporary experiences that drive customer engagement across both consumer and enterprise market segments. We are privileged to be working in partnership with leading "disruptors" in the world's largest markets—such as Rakuten in Japan and T-Mobile in the US—to help them achieve their visions for delivering richly tailored communication service offerings that drive customer adoption and enhance brand recognition and loyalty. We have augmented their IMS networks with incremental network functions that comprise a complete and rich communications platform on the back-end, and a complete array of clients for all device types on the front-end, enabling them to bring a broad set of offerings to market with a uniquely compelling experience branded as their own. Mavenir is indeed the engine that powers T-Mobile's innovative and popular "Digits" services and Rakuten's equally popular and disruptive "Link" application, and can bring all of the same resources to help other operators evolve and enhance their networks, and elevate market relevance and brand recognition.

i Source: GSMA

