



digitata



delivering intelligence

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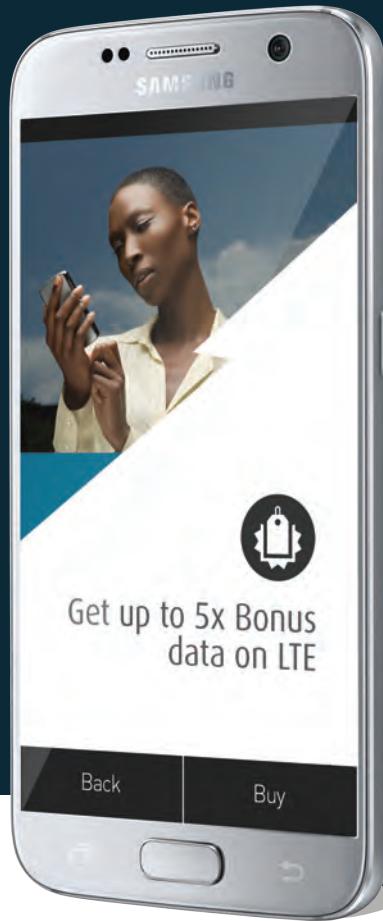


Intelligent Pricing Solutions

As with all commodities, in particular perishable ones, yield optimization is critical. As noted in the airline industry: "Revenue management is the single most important technical development in transportation management since we entered the era of airline deregulation." Robert Crandall, CEO of American Airlines.

Digitata has built its business around the applied analysis of data and optimal pricing derived from the data (intelligent pricing), in the mobile telecoms space - its service being branded Dynamic Tariffing Solution (DTS). As the first to offer such a solution globally, as well as being the global leader by market share, Digitata services an active subscriber base of millions of users. With the advent of smart phones and IoT, and with data becoming the dominant bearer, the ability to exploit yield further increases. Intelligent pricing allows the operator to benefit from maximizing yield, the subscriber to benefit through improved affordability/access and service providers (OTT) to benefit through greater access to subscribers - everyone wins.

Digitata continues to lead globally with extensive new developments in the data space. At the same time, Digitata gains valuable insights into consumer behaviour and market responses.

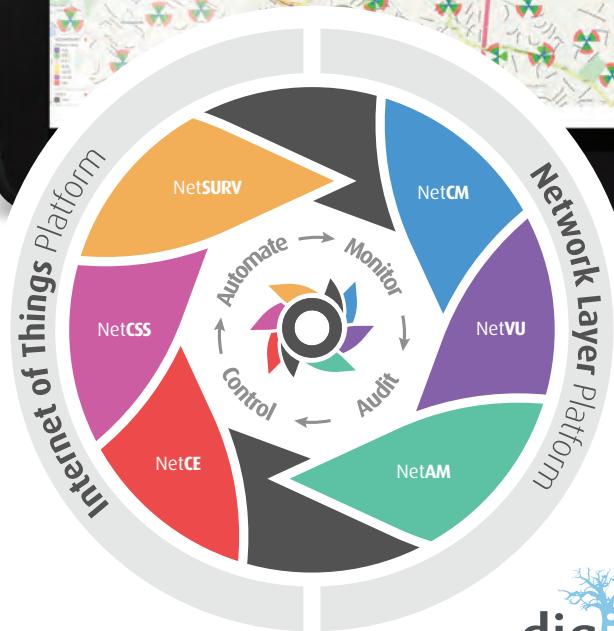
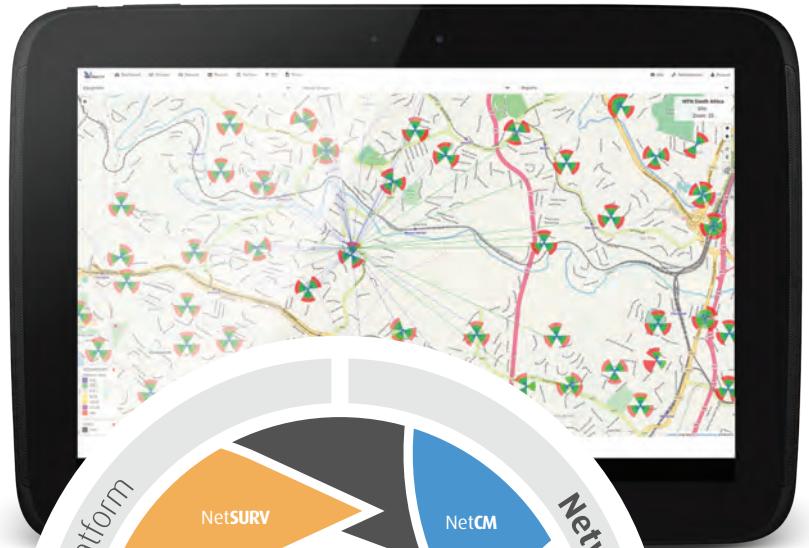


Digitata Networks

Digitata Networks offers intelligent subscriber centric and multi-vendor network centric solutions to monitor, audit, control and automate all major mobile technologies (2G,3G,4G) across multi-domains (RAN, TX, CS CORE, PS CORE, IP CORE).

Based on the **Digitata Networks' IoT-P** (Internet of Things Platform), we offer a range of customer-, subscriber-, and device-centric products, services and solutions to obtain insights into the subscribers' real network experience and also to simulate and predict subscriber behaviour. Further to this, we also offer a network survey solution that allows operators and vendors to survey and record all network assets while automatically updating a centralised database.

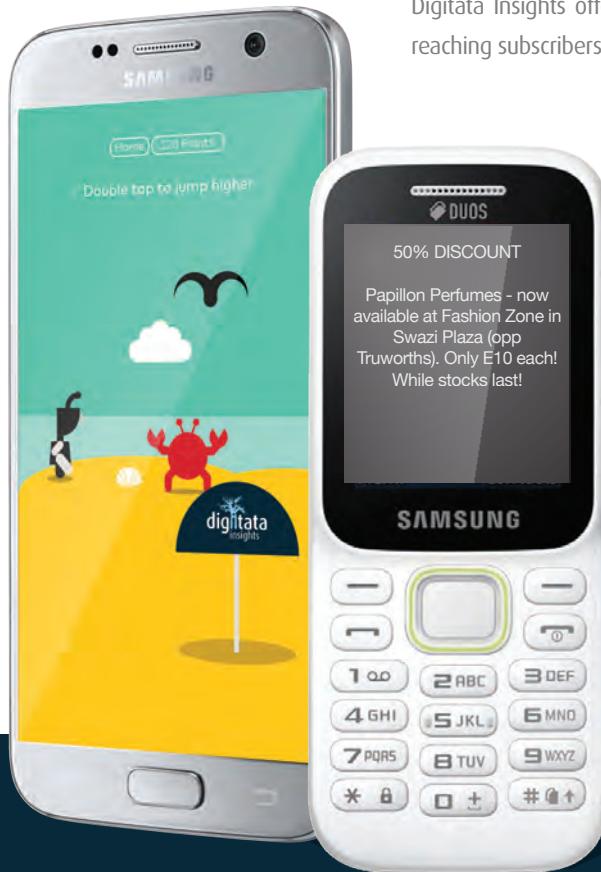
Based on **Digitata Networks' NL-P** (Network Layer Platform), we offer configuration-, performance- as well as asset-management products, services and solutions. Our network-centric offerings are designed to transparently monitor, audit, control and automate functions and elements throughout major mobile technologies (2G, 3G, 4G) across multi-domains (RAN, TX, CS-Core, PS-Core, IP-Core*), independent of the equipment vendor.



Digitata Insights

Digitata Insights enables intelligent digital transformation for mobile network operators and allows marketers to reach and engage subscribers, with unique USSD location-based media and innovative gaming services built on gamification theory.

Digitata Insights offers bespoke USSD and smart gamification reaching subscribers on all phone types.





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