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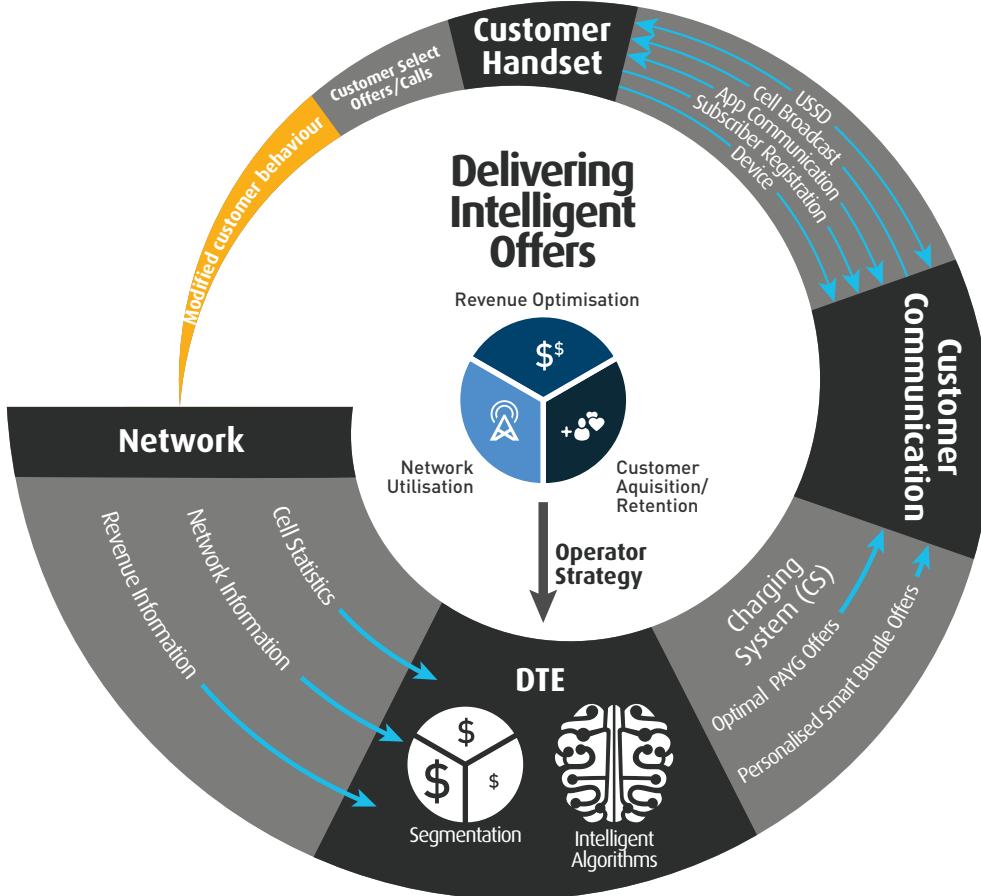
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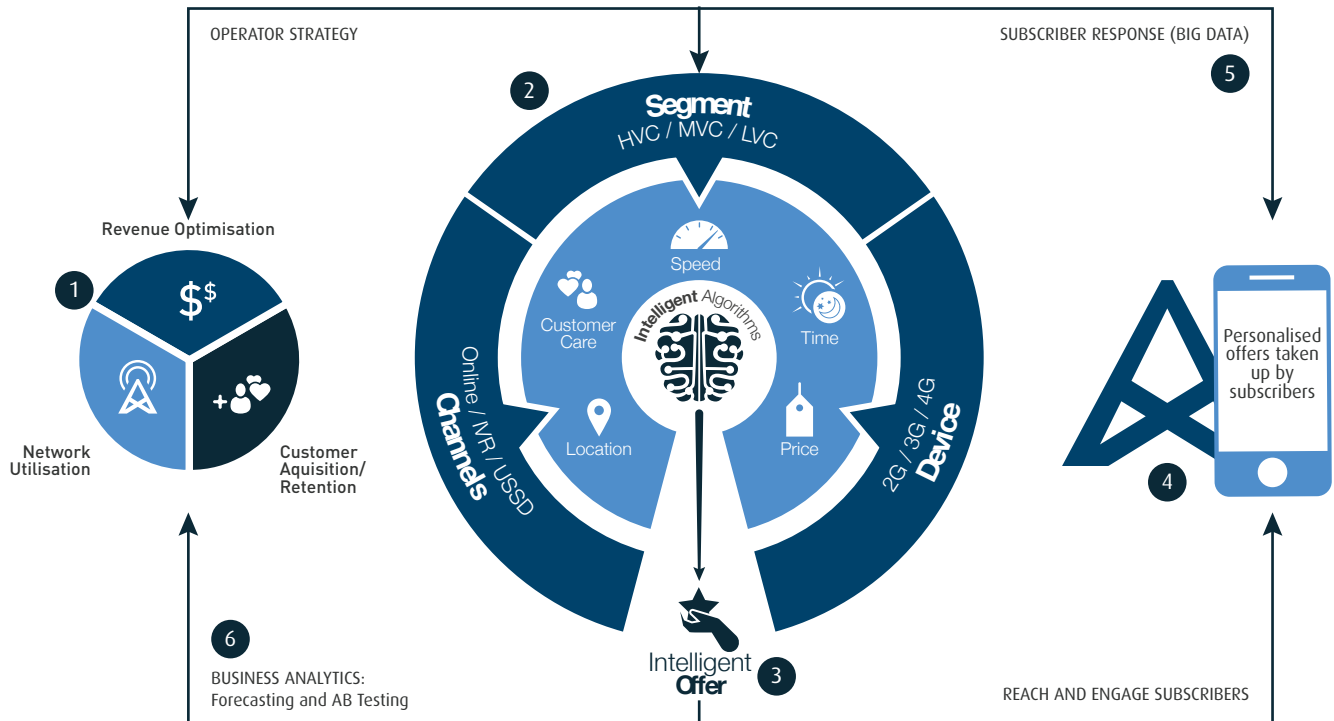
Contact Us

About dynamic **tariffing**™

Dynamic Tariffing, trusted by operators to intelligently price calls, SMS and data, now applies this same intelligence to a segment of one. Our smart app, SnapTariff, provides data control and management, feedback on customer usage and behaviour, and the ability to present real-time offers such as smart bundling.



Delivering Intelligence through ML and AI



1. DTS allows a mobile operator to set their strategy based on three key aspects to achieve key business objectives and goals, namely: Revenue Optimisation, Customer Acquisition and Retention and Network Utilisation
2. From the strategy, the intelligence algorithms generate intelligent offers based on location, customer care, speed, time and price. In addition, the subscriber's segment profile, device type and channel of communication are factored into the calculation.
3. The Final Intelligent Offer is calculated.
4. The Intelligent offer is communicated to the subscriber through "Reach" and "Engage" mechanics on their mobile device.
5. The subscriber's behaviour/response is then stored and filtered back into the intelligent algorithms.
6. Through Business Analytics, DTS provides key metric reporting, observations, recommendations and outcomes which are used in the setting of the mobile operator's future strategies.

Features



Big Data Platform



Personalised Offers



Segmented Offer Communication



Smart Bundles by Segment, Area and Time



Strategy Comparisons and Forecasting



Complete Revenue View



Adding intelligence to existing operator product catalogues



Optimization per Segment with Model Monetization



Supports inputs from OPCO campaign management systems and Big Data platforms



2G, 3G, 4G and LTE Support



User-friendly Portal (GUI)

Types of Offers

Voice Zone!

Enjoy up to 99% discounts on all your local calls.

Dial *135# to opt in today.



- Pay as you go Voice and Data
- Value is determined intelligently at time of call or use.
- Price varies by segment, time and location at consumption.

Snapi bundle!

Great value with short term Snapi Bundles

Need your voice / data NOW?
Pay less for more when you make it Snapi!



- Typically a short duration bundle (from 10 min-6 hours)
- Price/volume varies by segment, time and location of purchase.

Stretch your bundle!

Get more out of your data with Stretch Bundles

Use it during happy times and stretch your Bundle

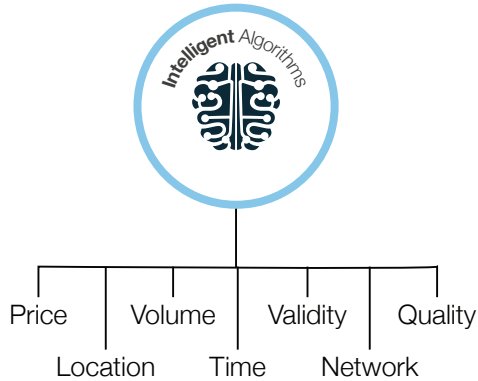
* Valid for 7 days



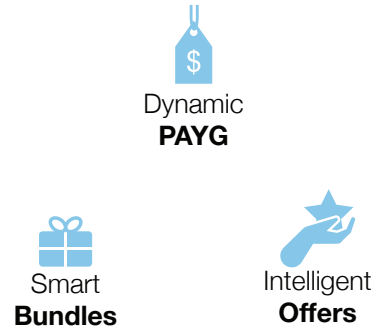
- Typically longer validity, 3-14 days
- Price and duration is fixed.
- Consumption rate varies by segment and time & location at consumption.

Customer Engagement Toolkit

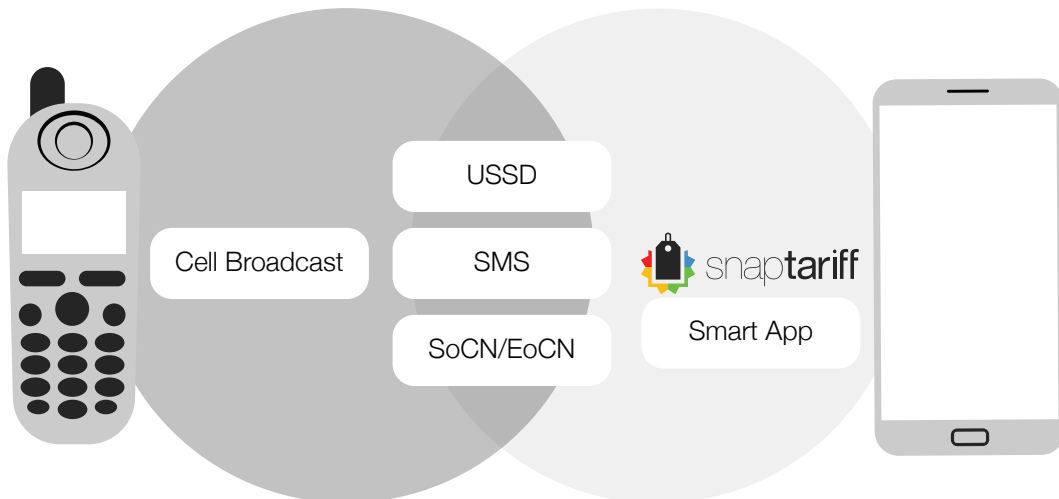
Intelligence



Offers



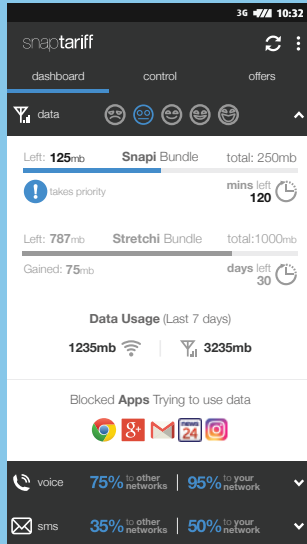
Communication Channels



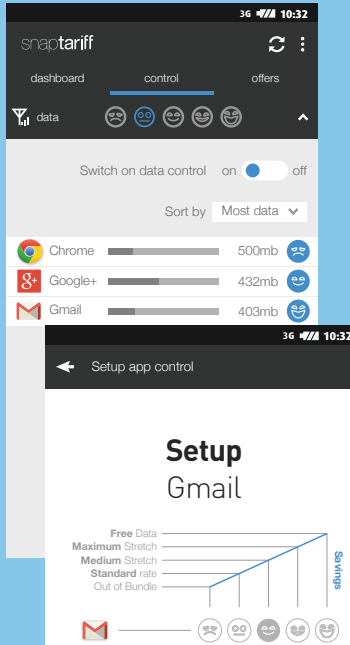
Smart Communication with SnapTariff

Digitata's smart app, SnapTariff, provides data control and management, feedback on customer usage and behaviour, and the ability to present real-time offers such as smart bundling.

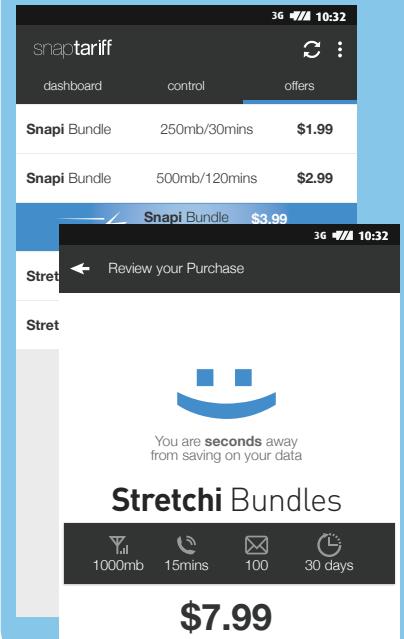
Dashboard



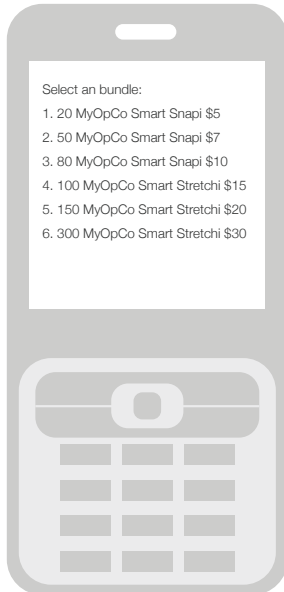
Control



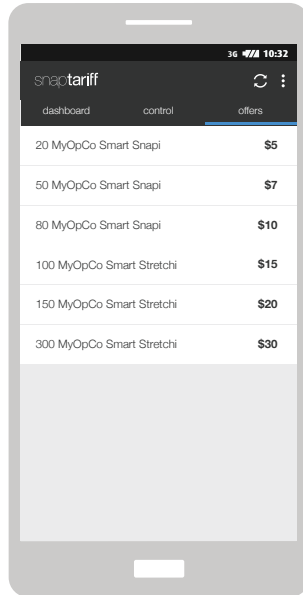
Offers



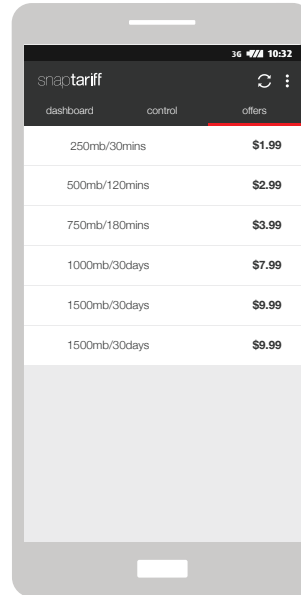
Offer Engagement



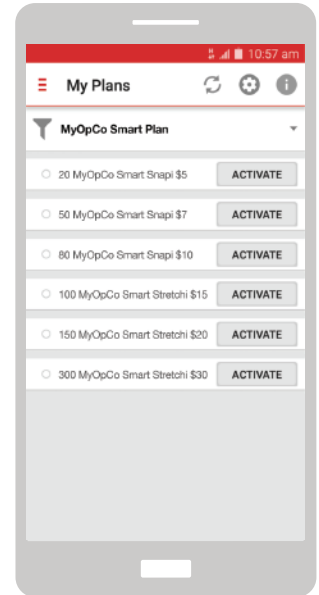
USSD purchase



SnapTariff
Generic App



SnapTariff
White Labelled App



SnapTariff Integrated
into Op Customer
Service App


Smart Bundles

In line with the need for improved customer value management, and customer expectations for greater value and more personalised offerings, Digitata's Dynamic Tariffing Solution now offers smart bundles, intelligently packaged and priced according to customer micro-segmentation, location, time, and network flexibility, all personally targeted to a segment of one according to the subscriber's observed needs.

Snapi Bundles

Subscribers needing a bundle of data immediately for a short period, will benefit from Digitata's short-term Snapi bundles. With Snapi bundles, the best possible price is determined at the time of purchase, according to size of bundle, duration, subscriber segment, location, device, and time of day. These bundles are valid for a shorter duration.

Snapi bundle
1 hr unlimited
\$ intelligently priced



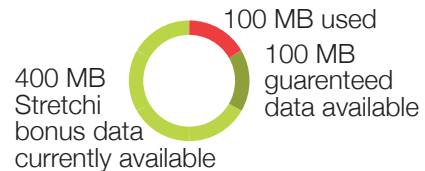
Smart Bundles

Snapi Bundles

Subscribers needing a bundle of data valid for a longer period, but having some flexibility as to where and when they use that data, will benefit from Digitata's Stretchi bundles. With Stretchi bundles, a guaranteed amount of data is purchased for a fixed price, however the value proposition of Stretchi bundles is that the actual amount of data available to the subscriber is "stretched" further than the guaranteed amount depending on various factors at the time of use. The amount of bonus Stretchi data received is determined at consumption, according to location, device, and time of day.

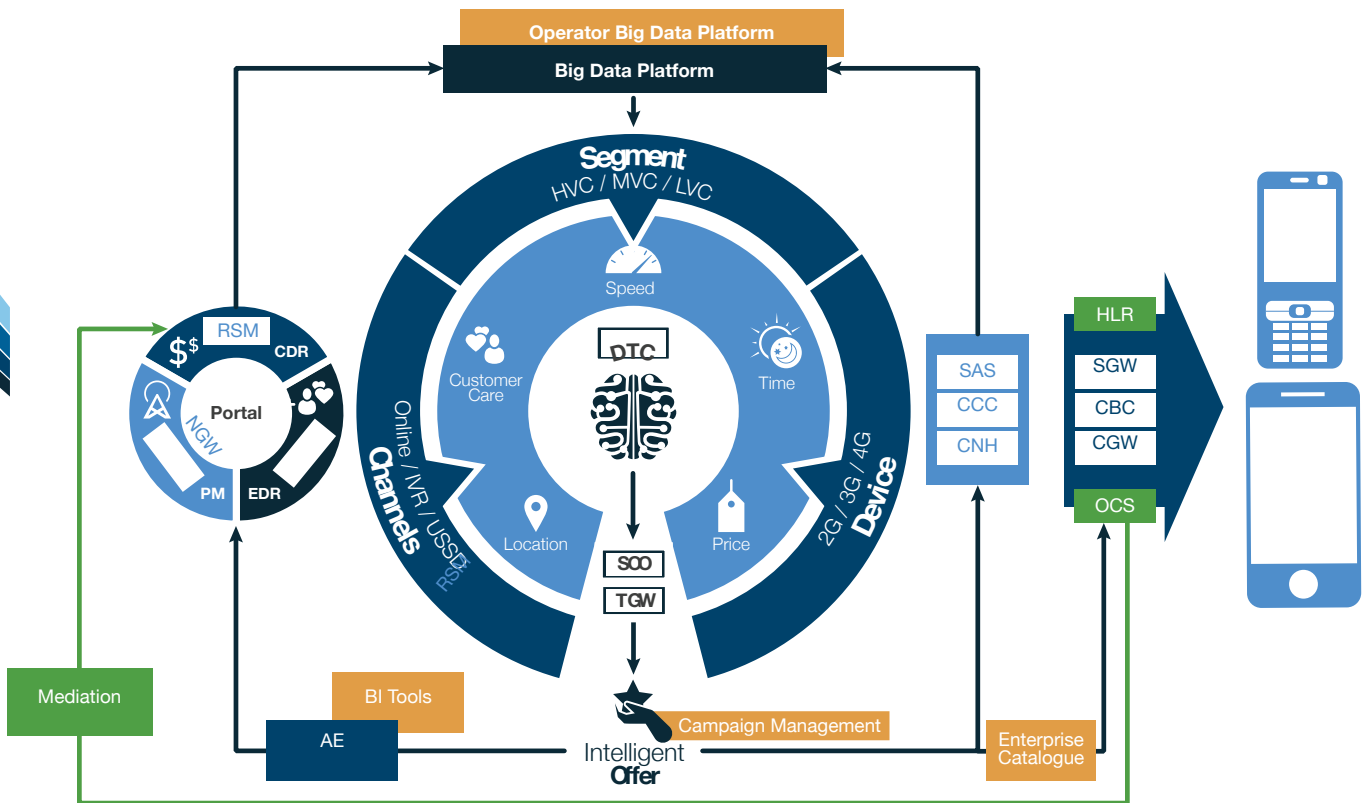
For example, a subscriber may purchase a guaranteed 200MB of data at \$5. The very least amount of data he will receive would be 200MB, however he could benefit from 600MB of data (or much more) depending on when and where he actually uses the data, and the operator's strategy and metrics.

Stretchi bundle
Guaranteed 200MB
Intelligently up-sized
\$5



Incorporating Operators Existing Investments

Digitata's intelligent algorithms complement the operator's existing investments by integrating with current operator components such as Big Data platforms, BI tools and Enterprise Product Catalogues.



Digitata Business Advisory Services

Digitata's Business Advisory Services provide a comprehensive offering of services and analytics aimed at delivering a true understanding of the impact of Dynamic Tariffing on the operator's business.

The support strategy is based on Digitata experience in many Dynamic Tariffing deployments.



Strategy

- Business strategy recommendations
- Product positioning
- Product evolution
- Product innovation
- Intelligent pricing

Customer

- Customer acquisition (new and migrated)
- Customer activity
- Customer retention
- Market penetration

Revenue

- Subscriber spend analysis
- Revenue trend analysis
- Revenue DT/non DT comparison
- ROI analysis

Tariff

- Price point evaluation
- Pricing strategy comparisons
- Net effective tariff analysis

Usage

- Minutes of Use
- Uncharged Minutes of Use
- SMS traffic
- Data volumes

Network

- Utilisation analysis and optimisation
- Under utilised cell analysis

Among Our Customers

Airtel Group has contracted Digitata Limited for the supply of the Dynamic Tariffing System to several of the operations within the group. **Airtel Kenya** deployed "Airtel Zone", which is their implementation of Digitata's Dynamic Tariffing System, in March 2014, followed by **Airtel Zambia** in July 2014, **Airtel Tanzania** in August 2014 and **Airtel Malawi** in November 2014. **Airtel Uganda** and **Airtel DRC** followed in early 2015.

Digicel Haiti launched ZonDigi, their Dynamic Tariffing offering, in September 2014, and a second operation within in the Digicel group will be launching soon.

Econet Wireless Group has an agreement with Digitata for the supply of the Dynamic Tariffing System to the group and its affiliates. The Dynamic Tariffing System was successfully rolled out in **Econet Zimbabwe** in 2012 and in **Econet Lesotho** in 2014 as Econet's "Buddie Zone" offering.

Vodacom SA, South Africa's largest mobile network operator, switched to Digitata's Dynamic Tariffing Engine to power their "Vodacom4less" offering in 2012. The system is fully deployed across all regions.

Telekom Networks Malawi (TNM), Malawi's dominant telco, rolled out "Yanga", their implementation of Digitata's

Dynamic Tariffing System in October 2012.

It is running successfully, touching about 80% of TNM's active prepaid base.

MTN Nigeria deployed their dynamic pricing offering "MTN Zone" in July 2012.

Grameenphone Bangladesh's "My Zone" offering was commercially launched early in 2010. By the end of 2012, over 21 million subscribers had registered for the service.

MTN Uganda rolled out "MTN Zone" in July 2008. By October 2008, the service had attracted over 2 million subscribers, representing 60% of the customer base, with a 70% increase in call volume since the introduction of the service.

MTN Ghana launched their "MTN Zone" offering in June 2008. By the end of 2008, their subscriber base had increased by 60% to 6.4 million subscribers. According to MTN, this growth is attributable to the success of "MTN Zone".

MTN Swaziland has been using Digitata's Dynamic Tariffing System since 2007, making them the first operation to launch a dynamic pricing product. MTN Swaziland's "MTN Zone" has been running successfully for some 8 years.



Customer Testimonials

"The Airtel Kenya team feels that adding Airtel Zone provides brand value which is helpful in catering to the youth and in customer acquisition. The product is well accepted and is growing."

Head Voice - Airtel Kenya

"Econet Wireless group of companies has deployed Digitata's Dynamic Tariffing System in both the Zimbabwe as well as Lesotho markets, as Econet Wireless's Buddie Zone offering. Buddie Zone was implemented timeously in both instances, and on-going support to date by Digitata's team has been professional and always of very high quality."

**Head of Research and Innovation
- Econet Wireless International (Pty) Ltd**

"Digitata really did well in deploying their Dynamic Tariffing solution within the Glo Nigeria environment. Glo's environment is a challenging one. It is a complex multi-vendor environment that required interfaces to both performance stats and cell broadcast for each of 3 different access network suppliers, the processing of CDRs from three different IN charging systems, and the development of a CBC (cell broadcast controller). As CTO, I have overseen many integration projects into this environment, and honestly I could not believe Digitata's initial project plan of 6 weeks. From my experience, I expected such a project to take a minimum of 6 months. However, Digitata completed the integration successfully, as scheduled, within 6 weeks end to end, which was incredible."

CTO - Globacom Nigeria

"The Dynamic Tariffing product was integrated quickly and efficiently by Digitata into the TNM network... [and]... has performed as claimed by Digitata. We are satisfied with the product and if presented with the same decision again, we would select Digitata's Dynamic Tariffing™ as our dynamic pricing tool of choice."

CMO - TNM Malawi

"Dynamic Tariffing for me is the most powerful pricing innovation since the inception of mobile telecommunications, with a capacity to transform the fortunes of operators in very competitive markets, especially in emerging markets. Having managed and experienced it in different markets, I call it the "Universal Soldier" because, executed effectively, it delivers subscriber growth, ARPU stimulation, subscriber retention and loyalty, and is a strong tool for fighting price wars."

**Manager: Business
Analytics and Pricing - MTN Ghana**

"In terms of product uptake this is the best performing in the history of any product launch in Uganda and most likely the region...our target was to reach 50 per cent of the base within 6 months, but we should reach that target over the weekend, an amazing response to an amazing product."

COO - MTN Uganda

"Zone helped us to grow revenues in the dead hours (midnight – 6am) from US \$300k to US \$1,5m per month."

CMO - MTN Uganda

"MTN Zone has continued to be a great success for MTN. Over 60% of our customers are on MTN Zone and this number has been steadily growing since its launch in 2008."

CMO - MTN



Contact Details

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