

## Among Our Customers

**Airtel Kenya** deployed “Airtel Zone”, their implementation of Digitata’s Dynamic Tariffing™ System, in March 2014.

**Econet Wireless Group** has a contract with Digitata Limited 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, commercially launched Digitata’s Dynamic Tariffing™ System as their “Yebo4Less” offering in late 2012. The system is fully deployed across all regions.

**Telekom Networks Malawi (TNM)**, Malawi’s dominant telco, commercially launched “Yanga”, their implementation of Digitata’s Dynamic Tariffing™ System in October 2012. It is running successfully, touching a subscriber base of some 846000 subscribers (about 2/3 of the active prepaid base).

**MTN Nigeria** deployed their dynamic pricing offering “MTN Zone” in July 2012. The system already touches a growing subscriber base of some 8.5 million subscribers.

**Globacom Nigeria** commercially launched “Glo Flexi”, their implementation of Digitata’s Dynamic Tariffing™ System, in August 2011.

**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** commercially launched “MTN Zone” on 31 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 7 years.

dynamic **tariffing**™

## 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."*

**Indrajeet Singh (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."*

**Henk Lessing (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."*

**Peter Schubert (CTO - Globacom Nigeria)**



### Contact Details

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*"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."*

**Charles Kamoto (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."*

**Saint Hilary Doe-Tamakloe (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."*

**Eric van Veen (COO - MTN Uganda)**

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

**Isaac Nsereko (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."*

**Ernst Fonternel (CMO - MTN)**