



BUILT FOR CHANGE TO KEEP PEOPLE CONNECTED

SUPPORTING OUR
CUSTOMERS AND THEIR CUSTOMERS
THROUGH UNCERTAINTY

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A New Normal for End Users

The COVID-19 pandemic has momentarily transformed people's lives globally. The outbreak has devastated families, businesses and economies as it continues to impact all aspects of daily life. At every level, we are looking to one another for reassurance, while businesses are being forced to reimagine how work is conducted and services are delivered.

Now more than ever, people are looking to technology to deliver connectivity as a critical service. Where people cannot be physically together, they depend on mobile operators to provide a virtual space where families can metaphorically break bread and friends can reassure one another.

Agile Ways to Support End Users

As well as providing continuity of service, operators are looking at how they can best and most sensitively serve the needs of their customers at this difficult time. Here we will walk through some ideas that support end users in their new and challenging circumstances.

Openet Use Case #1: Gifting Offers for Family & Friends

As operators look to respond to the civic duty of keeping people connected in this difficult time, we can enable offers to be gifted between friends and family members. Online video calling is becoming the primary means of communication, with Zoom reporting an increase in users of the service from 10 million per day in December to 200 million per day in March. As many people are finding financing day to day necessities a challenge, this simple mechanism offers customers the ability to help each other to connect remotely.

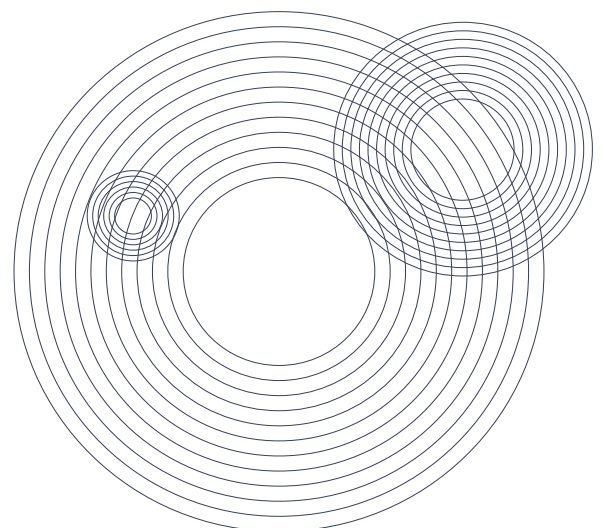
The 'giver' is charged according to their prepaid or post-paid account and it is made possible to give all or part of a rollover balance to someone they know for a small fee. This creates a fully digitised way for customer balances to be redistributed and consumed faster. Gifts can be accepted without fuss and family and friends are empowered to support one another with the gift of connection.



Openet Use Case #2: New Offer Charged Against Promotional

Mindful that customers will find it more difficult now than before to make ends meet, we can create the ability to produce new offers which are charged against a promotional balance or 'bucket' rather than requiring a cash balance. The promotional 'bucket' may be located in a 3rd Party charging system.

This allows network operators to show their ingenuity in the face of adversity by bringing disparate entities together to find much needed solutions. Subscribers benefit with offers and a gesture of public or private subsidy, while the operator demonstrates a willingness to adapt quickly in order to help subscribers stay connected.



Openet Use Case #3: Auto-Provisioning Offers Based on Previous Opt-Ins

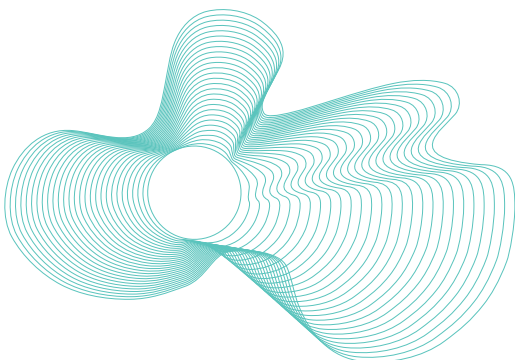
In the case of managing contingencies, such as COVID-19, operators can give free services with a default subscription without the need to manually provision a particular offer. More than ever, subscribers are focused on other things and do not want additional complexity or barriers to getting on with daily life and may struggle to get access to essential services.

Right now, customers just want to feel that 'someone is making it happen for me'. Simplifying access to essential services will ensure people are able to connect to who and what they need when they need it. This capability can be launched quickly, deployed in the network and switched on for subscribers to aid response efforts whenever required.

Openet Use Case #5: Micro Loans for Prepaid Subscribers

For prepaid customers who may find themselves low on funds, we can detect when a subscriber is out of balance. Subsequently, the operator may adopt an innovative approach whereby a micro loan offer is triggered. If the subscriber accepts the micro loan, a new offer with a set allowance is allocated to the customer.

Once the subscriber performs a top up when finances improve, the loan will be settled automatically. This altruistic mechanism allows operators to create positive perceptions and associate their brand with the fact that they will be there for you when life gets tough. The operator also garners additional revenue when times improve once again.



Openet Use Case #6: Sponsored Data for Needs Driven by Confinement

The experience of COVID-19 resulted in approximately a third of the world's population in confinement and millions of people working from home. Most of these people use their personal subscription to support all data dependencies, including work and other essential services.



Often it can be difficult to get reimbursement from an employer, particularly in such uncharted times. Some people may not be able to afford this increase in data consumption or may feel it's unfair to be forced into a higher tier data plan.

In such a scenario, operators can push a new offer to allow zero-rated traffic or 'free zones' for specific URLs or traffic flows. A couple of examples - An employer pays for VPN access as part of employee's personal plan. Or a local brand subsidises access to local services, such as online schooling.

This allows operators to provide flexible and fair funding, removing barriers to progress for schools and businesses. Enabling critical support for such services at a time of immense financial turbulence will aid in customer retention at a time when business needs it most.

OPENET PRODUCTS:

Openet Charging:

Real-time convergent charging for digital and 5G services.

Openet Policy:

Network policy control for next gen fixed, mobile and converged networks.

Openet Data:

Data management, data processing and data governance solution designed to collect and manage data at 5G volumes in real-time.

Openet Digital Platform:

End to end Digital BSS/OSS stack containing Openet & our partners' products.

Openet Forge:

The digital enablement platform which contains Openet's library of microservices, upon which all Openet products are provided.

DELIVERING BUSINESS VALUE:

40%

Reduction in time to market for new offer creation

28%

Uplift in offer uptake

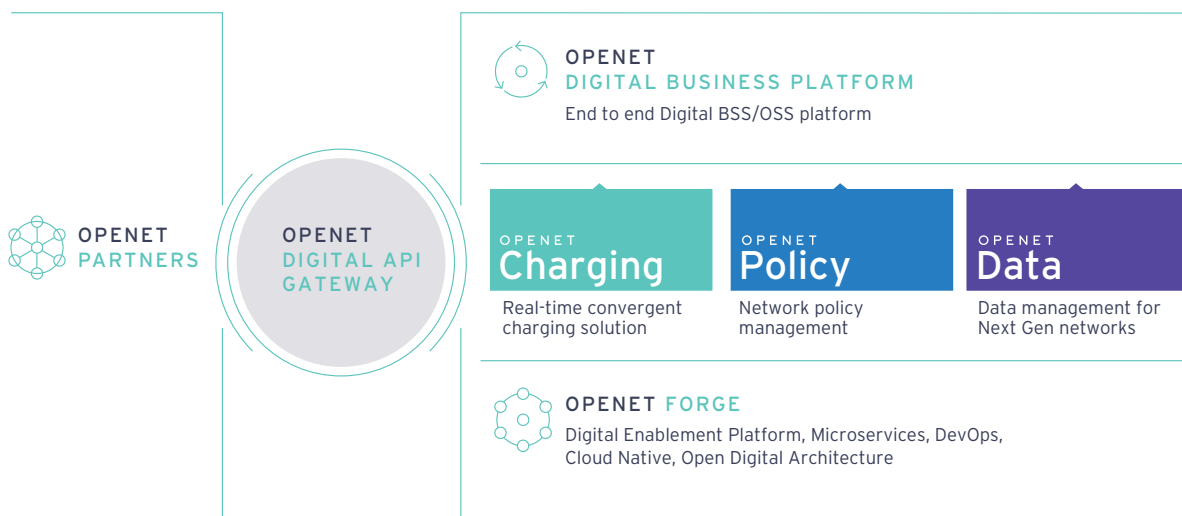
11%

Increase in mobile data ARPU

41%

Increase in mobile data revenues

OPENET PRODUCT PORTFOLIO



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