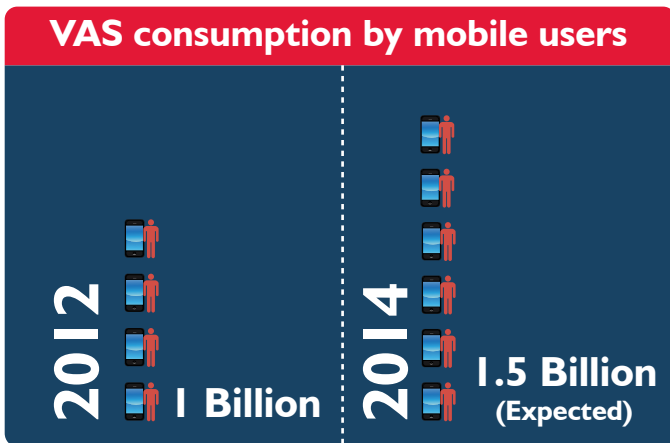


Managed VAS

Optimizing Customer Experience with
End-to-End Service Assurance

Globally VAS represents a sizeable revenue opportunity as more and more number of users access utility, transactional and entertainment services on the go.



However, high variability is the most important character of mobile value added service, which makes operators direct **30-40% VAS annuity budgets** toward managing operational overheads.

To effectively include diversified mobile VAS services in the portfolio and create an enhanced customer experience, it's important that operators bring in some service variability control mechanism into the framework.

With its Managed Services model, Mahindra Comviva assumes the mantle of single point of responsibility, replacing separate, vendor-specific delivery models with a comprehensive, standardized approach to end-to-end service management.

This enables implementation of harmonious policies, specification of performance level requirements and definition of processes to guarantee an optimal customer service experience.

Quick Facts

Managing operations for over **150 VAS services for over 35 operators**



24/7 VAS monitoring

Helps optimize data center operational costs by **15% to 25%**



Helps achieve **20% savings** on overall capex

Speeds time to market by **upto 75%**



Recognized as 'Best Practice'

by a leading operator in Asia and recommended for group level implementation across properties

Pioneered the **'Managed VAS Services' business model**

Winner of multiple industry awards

- Golden Peacock, Frost & Sullivan, Aegis Graham Bell etc.

Delivering a Consistent Quality of Service Experience

Managed VAS service model is based on a framework of defined modules and processes that enables Mahindra Comviva to manage operators' complete VAS portfolio.

Managed VAS bridges the disparate islands of service management by unifying operations under a single service SLA and KPI framework. Mahindra Comviva enables automated probes to proactively measure service performance - ensuring an optimal Quality of Service for end-users whilst maximizing the service provider's revenue window.

Experience Management

VAS Consulting

Gap Analysis for AS-IS Operations

Recommendations / Pilot for TO-BE State

From KPI to CEI

Gap Analysis for AS-IS Operations

Service Performance & Availability Measurement from End-User Perspective

Revenue Management

Reconciliation & Settlement

Features & Packages

Segmentation & Campaign Mgmt

Business Operations

VAS Data Analytics

Loyalty / Churn Mgmt

Capacity Management

Existing Asset Takeover

Ongoing Capex Investments

Capacity Monitoring

Consolidation & Optimization

Technical Operations Management

Operations & Maintenance

Service Monitoring

VAS NOC (VOC)

VAS Technical Operations

Change Management

Benefits

Service Provider

- High service availability
- No revenue leakage
- Enhanced customer experience
- Optimized cost / investments
- Enhanced revenue growth
- Faster time to market
- Customer insights enabling relevant loyalty offerings



Consumer

- Superior service experience
- Improved pricing proposition



Mahindra Comviva is the global leader in providing mobile financial and VAS solutions. It's a subsidiary of Tech Mahindra and a part of the USD 15.9 billion Mahindra Group. With an extensive portfolio of solutions spanning mobile finance, content, infotainment, messaging, mobile data and managed VAS services, Mahindra Comviva enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Its solutions are deployed by over 130 mobile service providers and financial institutions in over 90 countries and enrich the lives of over a billion people, globally. For more information, please visit www.mahindracomviva.com

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