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Managing VAS

Sabri Amireh, head of MENA region at VAS specialist Mahindra Comviva discusses regional growth and trends.

CommsMEA Tell me about Mahindra Comviva. What does the company specialise in?

We believe that we are the global leader in VAS, not just the traditional value added services (VAS) such as messaging, but also managing the VAS for the customer based on our global experience.

Today we offer value added services in three areas; mobile financial services, mobile data and messaging solutions, and managing the services.

In mobile financial services today, we have 115 deployments with our main customers including some major customers like France Telecom-Orange, Maroc Telecom, and Mobinil in Egypt.

“In terms of mobile data, we help operators monetise and optimise the data traffic”

CommsMEA How is Comviva's presence in the MENA region?

In terms of mobile data, we help operators monetise and optimise the data traffic. We have about 80 deployments already in place with about 800 million people using our services. On the messaging we have about 250 deployments.

On the managed services side, Comviva today is bringing its own expertise to the fore, helping the operators to manage all these VAS “boxes” that have already been supplied by different vendors in the past. It is not just delivering a box and walk away – it is more than that. A lot of companies on the market now just sell boxes. We are a step ahead of that.

CommsMEA What is your main aim when working with an operator?

Mahindra Comviva has a huge presence in the Middle East and North Africa which is the region I represent. We have about 42 operators on board as customers and most of them are the key accounts for us. They are key operators, for example Etisalat, STC and Maroc Telecom, so we feel we are successful. In terms of what differentiates Comviva from other VAS players, we are well known for our flexibility. We give that flexibility in the way the operator wants to deal with us in terms of providing the tailored product they want. We also help the customer in the way we implement the product, and do marketing for it.

CommsMEA How do you help operators overcome typical challenges they face?

Today the operator is facing various challenges, competition is increasing, and the operator is looking for something else other than just boxes. Our offering touches on many services, and we manage the VAS for the customer. We want to increase the revenues for the customer and we will monitor all these “boxes” for them and try to bring the costs down.

Tech Mahindra recently acquired 51% of Comviva and this presents many opportunities for expanding the range of services we offer to our combined customer base. There is a lot of interest and support from the operators, they are happy to see this kind of alliances and acquisitions happening. ○

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