

Optiva

# Powering the MVNO Innovation

100% × 3 × 6 × 3

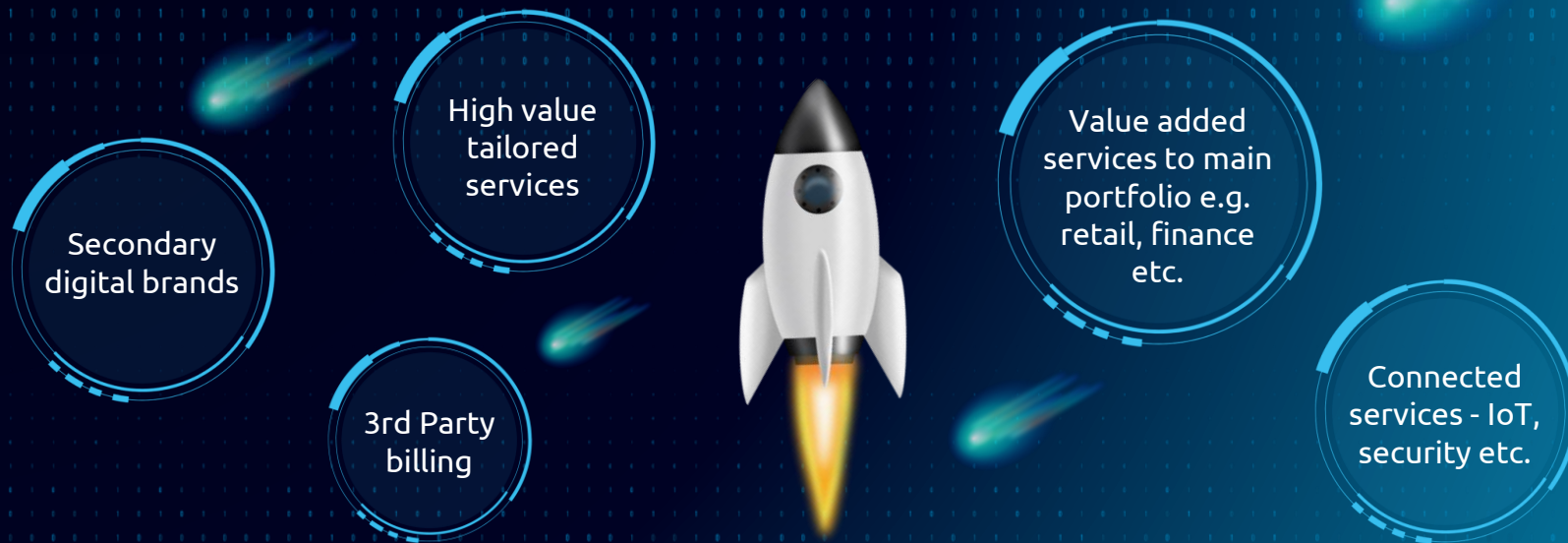




**Solutions Director,**  
Latin America, Optiva

Optiva

# MVNOs are launching new revenue opportunities into the telco universe



# But the challenges are real

Deliver a timely experience with personalized offer else customer churn

64%


Master digital partner onboarding and deliver unified offer

80%

Control operational costs on all aspects..... with a lean organization

100%

# Digital is the fuel for the MVNO success



**Digital  
customer  
experience**

**Digital  
software  
delivery**

**Digital  
operation**

# Deliver unified customer experience

*Exceeding digital customer's expectations*



# Guarantee customer loyalty

*By managing customer lifecycle*

Delight customers and retain with AI backed, real-time, intelligent promotions and loyalty features

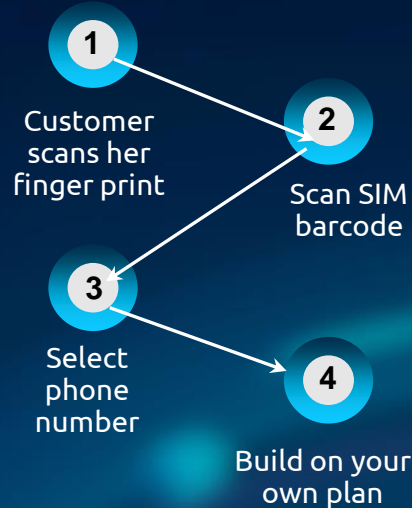
Onboard your customers with simple plans and bundles





# Act Fast and Win Fast - with Optiva

*Cuy Movil gains digital edge with Optiva*



You are **DONE!** :)



**4 touch** digital subscriber onboarding



**4 hours** 4 hours to deliver a new connection



**90 days** to launch new MVNO operations



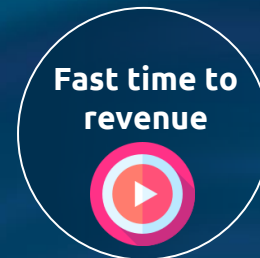


# Fast track software delivery

*Enabling faster time to revenue*



Shorten delivery time from industry benchmark of 6-12 months to **3 months**



# Act Fast and Win Fast - with Optiva

*Launched new MVNO in 4 months and successfully targeted 1 million high ARPU subscribers*



**85%** reduction in customer onboarding time



**95%** increase first touchpoint resolution rate with self-care app



**99.9%** automated order fallout handling



**100%** customer requests served via digital & self-care channels, reducing the cost of serving per customer

# Simplify & accelerate operations

*By leveraging cloud based platforms enabling faster TTM*



## Low/no code software

- Productization - Configurable architecture
- OOTB templates
- Faster launch



## Automation enabled

- Testing automation
- Accelerated resolution of issues
- Improved customer experience



## CI/CD

- Continuous rollout of new features
- Cost effective
- Zero business disruption



## Partner ecosystem

- Open APIs
- Easy partner integration



## Multi-tenancy

- Multi-band strategy
- Operational efficiency

# Act Fast and Win Fast - with Optiva

*Open APIs to enable easy business expansion for Movil Exito*

**Easy and faster integration** with other group/business systems as well as 3rd party systems e.g. CRM, PoS etc.

**Secure and consistent experience**, full of features and simple to use



Deliver a cost effective, secure, reliable and **personal experience to customers**

**Real-time data access** and customer engagement 365 X 24 X 7

# Act Fast and Win Fast - with Optiva

*Efficient operation leveraging cloud methodologies (CI/CD)*



**2 hours** to test system spin up



**100%** System Integrity elastic workloads, self balancing & self healing



**>40%** savings on TCO



**9** automated software rollouts in 1 year - new features, no disruption to business continuity



**10X** resilience compared to bare metal



**5 min** automated Daily Checks

# We are Optiva

*Guiding telcos in their monetization journey with innovative cloud-native 5G Plus BSS and charging solutions*

## @ Heart of Telcos Monetization Strategy

- Experts in converged real-time monetization and BSS solutions since 1999
- Leveraging cloud technologies, automation, and innovation to drive agility and time to market
- Partners with  and  available on the cloud marketplace



**60+**

**CSP  
CUSTOMERS**



**50+**

**COUNTRIES  
GLOBALLY**



**3 BILLION**

**TRANSACTIONS PER HOUR**





# Trust?

- *We make it possible*
- *We submit our customer*



# Optiva™ BSS Monetization Solutions

+20 years of experience | +60 CSPs and tens of MVNO customers | driving monetization Innovation



**100% Digital**

customer experience

**3 months**

to go live

**6 weeks**

to onboard a new MVNO  
or Brand

**3 hours**

to roll out new propositions



# THANK YOU!

Any questions?

