



Enterprise need outcomes, not just telco plumbing

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Scene Setting: Meet Dave



The Business Opportunity For VNOs

Virtual Network Operators (VNOs) possess a powerful opportunity to enable connectivity and services for a diverse range of market segments...



- **Differentiation and customer experience are keys to success**
- **Limited & inflexible ecosystems offered by the host network operator can sometimes stifle innovation**
- **Should be possible to serve multiple segments & verticals from the same platform**
- **New business models and multi-dimensional relationships add complexity but also bring opportunities when the right functionality is in place to support them**



Scene Setting: Meet Dave



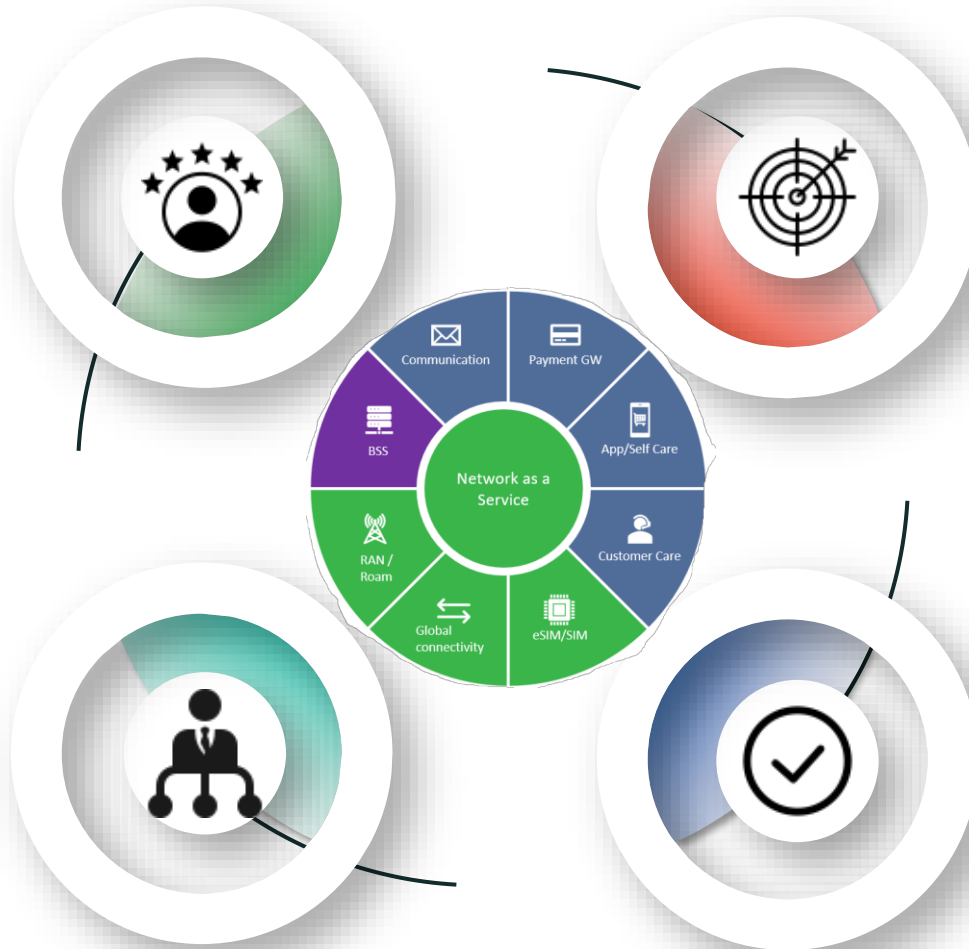
Go beyond connectivity: Unified Business Engine, not just a technical connectivity engine

Single Source of Truth

- Unifying Connectivity Management with end to end Revenue Management
- **Single Data Model SIM** → **Network** → **service** → **product** → **invoice**

Engage With New Business Models

- **Hybrid** Modernisation Models.
- Leverage and monetise API exposure and gain access to new customer types from app developers to app owners and enterprises.
- **Multidimensional relationship management**



Address Multiple Market Segments

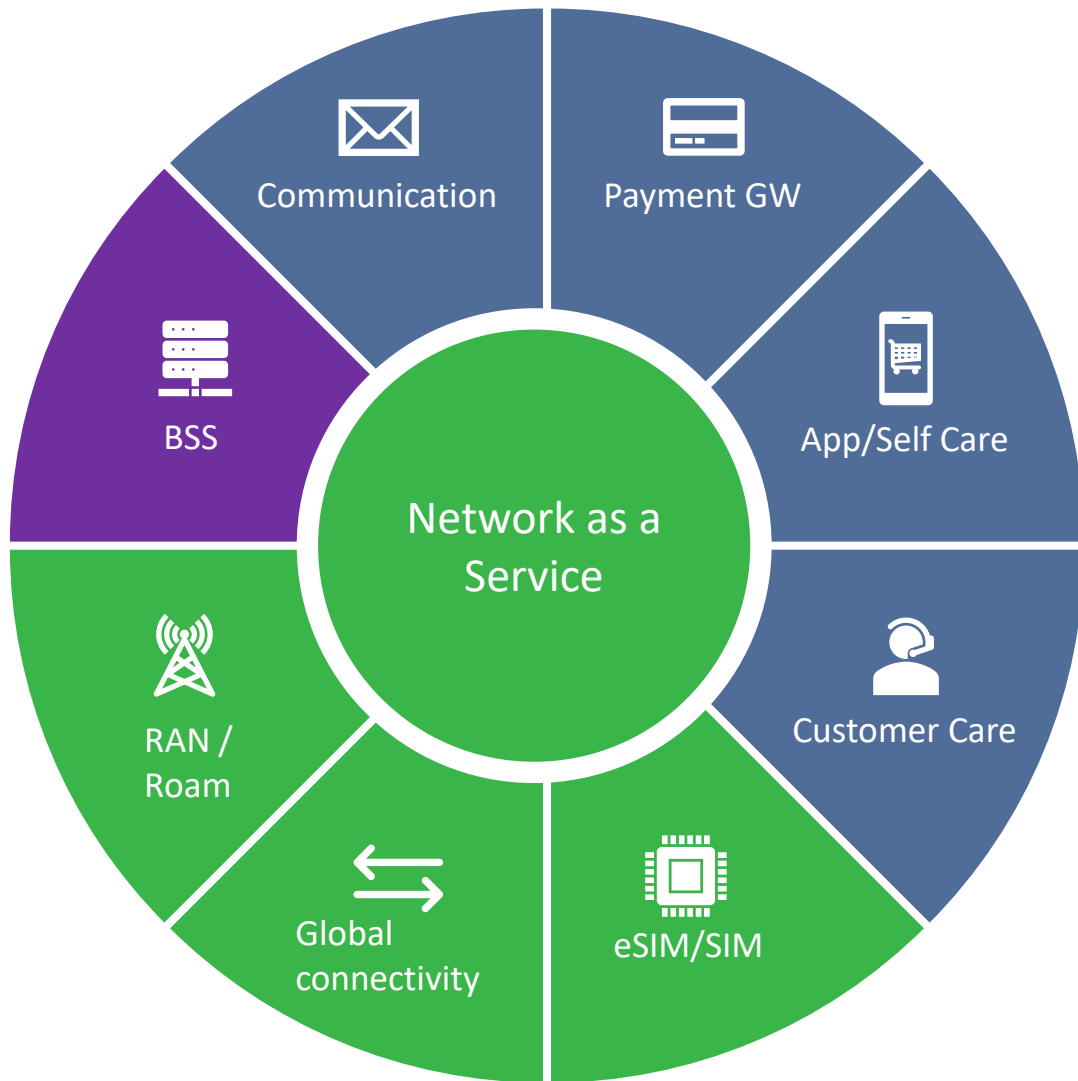
- Create tailored **B2C**, **B2B** and **B2B2X** offers based on micro segments of lifestyle and behaviour.
- Different **Verticals** from Agriculture through to Media Enterprises

Innovate For Success

- Deploy **modular**, agile systems that grow with you and fit into an ever changing ecosystem
- **Catalyst** for growth
- A **flexible pricing engine**, so you'll never 'leave money on the table'



With a unique customer proposition and an exciting customer pipeline, how do you get to market quickly and efficiently.....?



What are the questions I should be asking:

1. What defines the right partner for me?
2. How does this ecosystem support me going to market?
3. How can I ensure this partnering lasts and is adding value for all parties?



...through an ecosystem of partnerships delivering a Network as a Service that meets your needs



Accelerating Growth: Embedded Catalyst within the Ecosystem



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