



Mobile Data Sponsorship Catalyst Pitchback

Companies



Champion Confirmed	Champion Tentative	Participant Confirmed	Participant Tentative
Orange		SalesForce	
NTT		Sigma Systems	
		Comptel	
		CloudSense	
		DataMi	



- Business success for Enterprises hinges on meeting customer expectations
- Customers expect personalized and contextual engagements
- The mobile device has emerged as customer-preferred means of engagement
- Limited data packages, capacity, roaming etc. pose barriers to mobile data spend

Enterprise mobile data sponsorship removes barriers to engagement and improves Customer experience

Why is this an important problem to solve?

Mobile data sponsorship is fast emerging as a way for enterprises to engage with customers on their mobile devices.

The cost of mobile access is often a barrier to Consumer engagement

Sponsored Data = Win-Win-Win

- Mobile operators clearly benefit from new and much needed data revenue streams
- Enterprises get to reach their existing and potential customers on a channel previously difficult to crack open – the mobile device, which undoubtedly has been selected by consumers as their primary means of engagement with the digital world.
- Consumers are delighted as a major cost impediment to deciding when and how much data to use has been eliminated.

What new areas do you plan to explore?

- Using Frameworx as a blueprint
- Exploring three different innovative business models: business-to-employee-to-consumer (B2E2C), operator OTT and third-party brokerage-style mobile data sponsorship
- Supports concept-to-cash-to-care business processes based on specifications of eTOM
- business and operations functions according to TAM
- data exchange among ecosystem partner applications using SID
- Using Open APIs according to TM Forum integration Framework

Mobile Data Sponsorship Catalyst Solution



Platform of Engagement

- Consumers
- Business
- Partners
- Retail
- Call Center
- Field Service
- Self Service
- Communities
- Mobile
- Web
- Social

Innovation Ecosystem

- Offers
- Personalization
- Orders
- Sponsorship
- Charging
- Customer Experience

TMF Open APIs

- Product Catalog
- Customer Mgmt
- Billing Mgmt
- SLA Mgmt
- Onboarding
- Usage Mgmt
- Party Mgmt
- Order Mgmt
- Quote Mgmt

Business Support Systems

- Billing
- Fulfillment
- Financials
- Receivables
- Revenue Assurance
- Supply Chain