

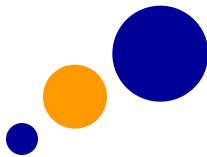
Data leverage for revenue enhancement in telecom

The Data Differential
Sep 24 – 25 2011, Bangalore

Sathya Karthik R
CEO & MD
ABIBA Systems



Telecom today



Voice – A commodity



Low ARPU



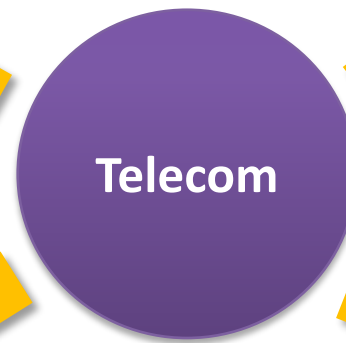
Competition



Multi Sim

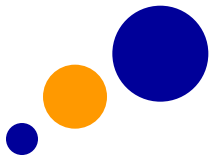


High MoU



Low Loyalty

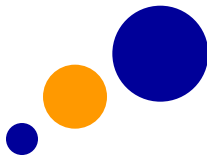
Voice vs. VAS



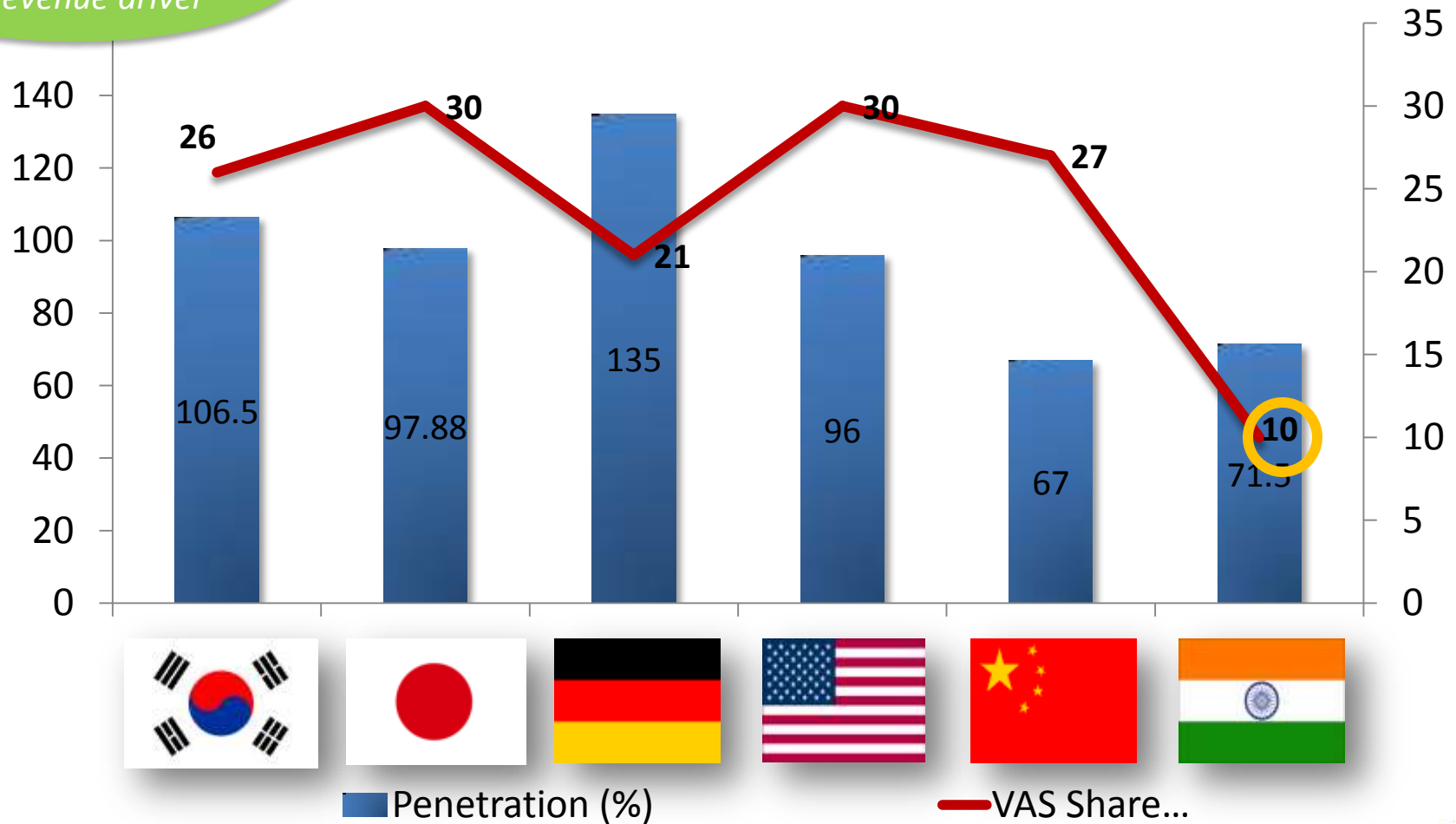
	Voice	VAS/ Data
ARR	0.4	3
Gross margins	90% (Net of IUC)	70%
Transactions (Volume/ user)	450	30
Differentiation	Low	Medium to High
Customer Stickiness	Low	High

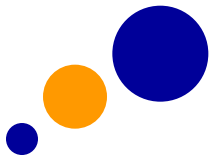
Realize the potential from VAS to improve revenue, profitability and customer loyalty

VAS: Share to revenue

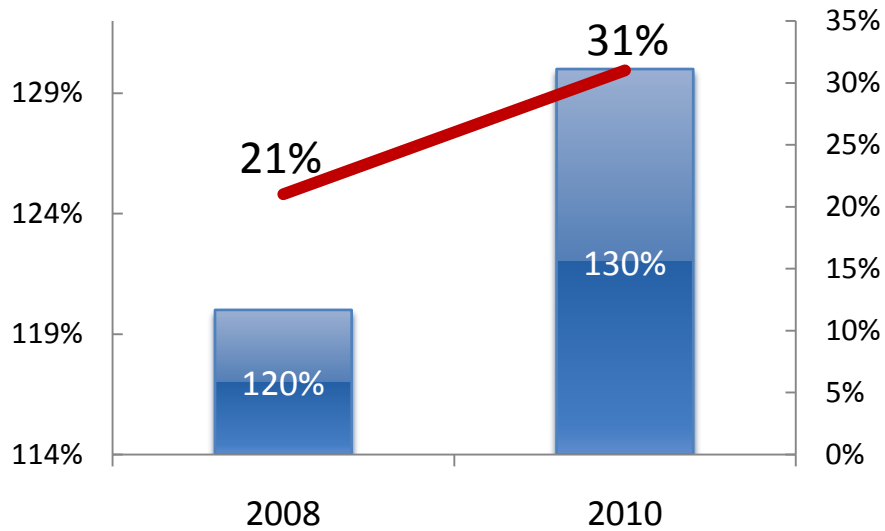


Matured markets have adopted VAS as a revenue driver



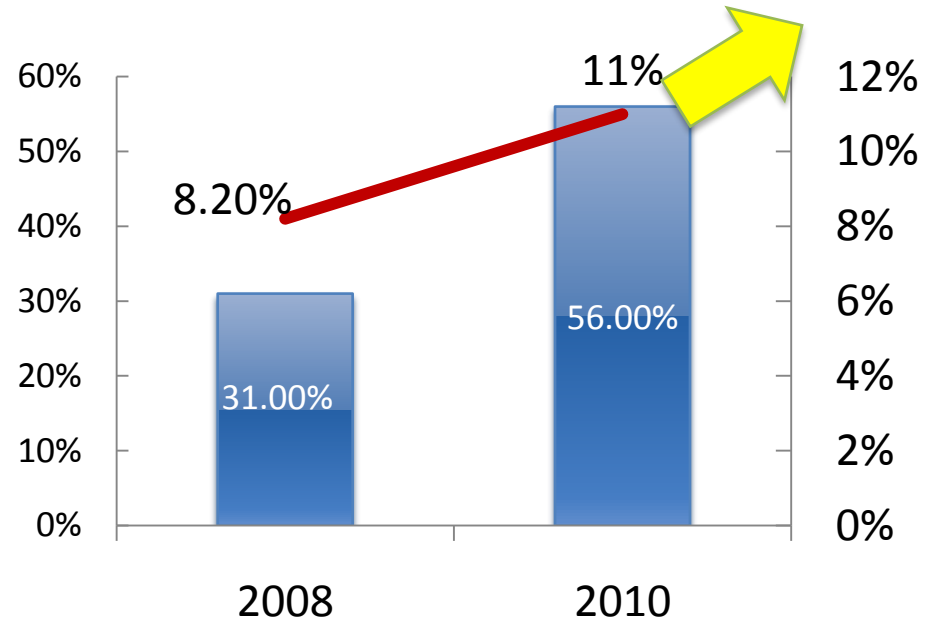


Mobile penetration vs. VAS share

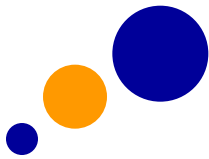


When is inflexion going to happen in India?

Mobile Penetration
VAS Share to Revenue



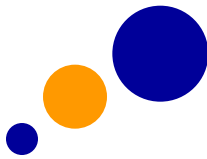
Telecom tomorrow



VAS – The Future



Indian VAS scenario



**INR
158 Bn**

Size of the Indian VAS market at present



Present

**INR
671 Bn**

Size of the Indian VAS Market by 2015



Future



48%

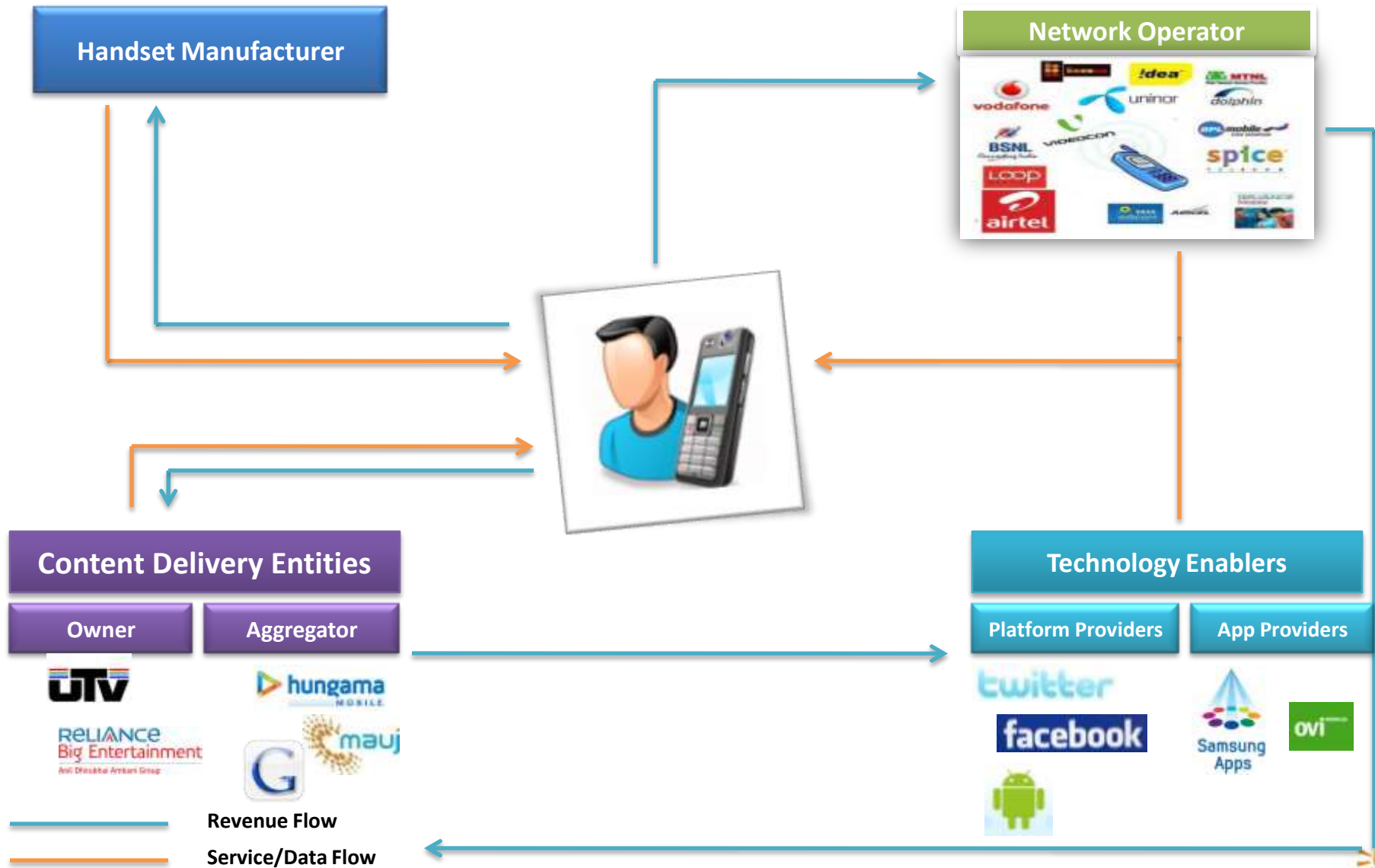
Increase in VAS ARPU in the next 5 years



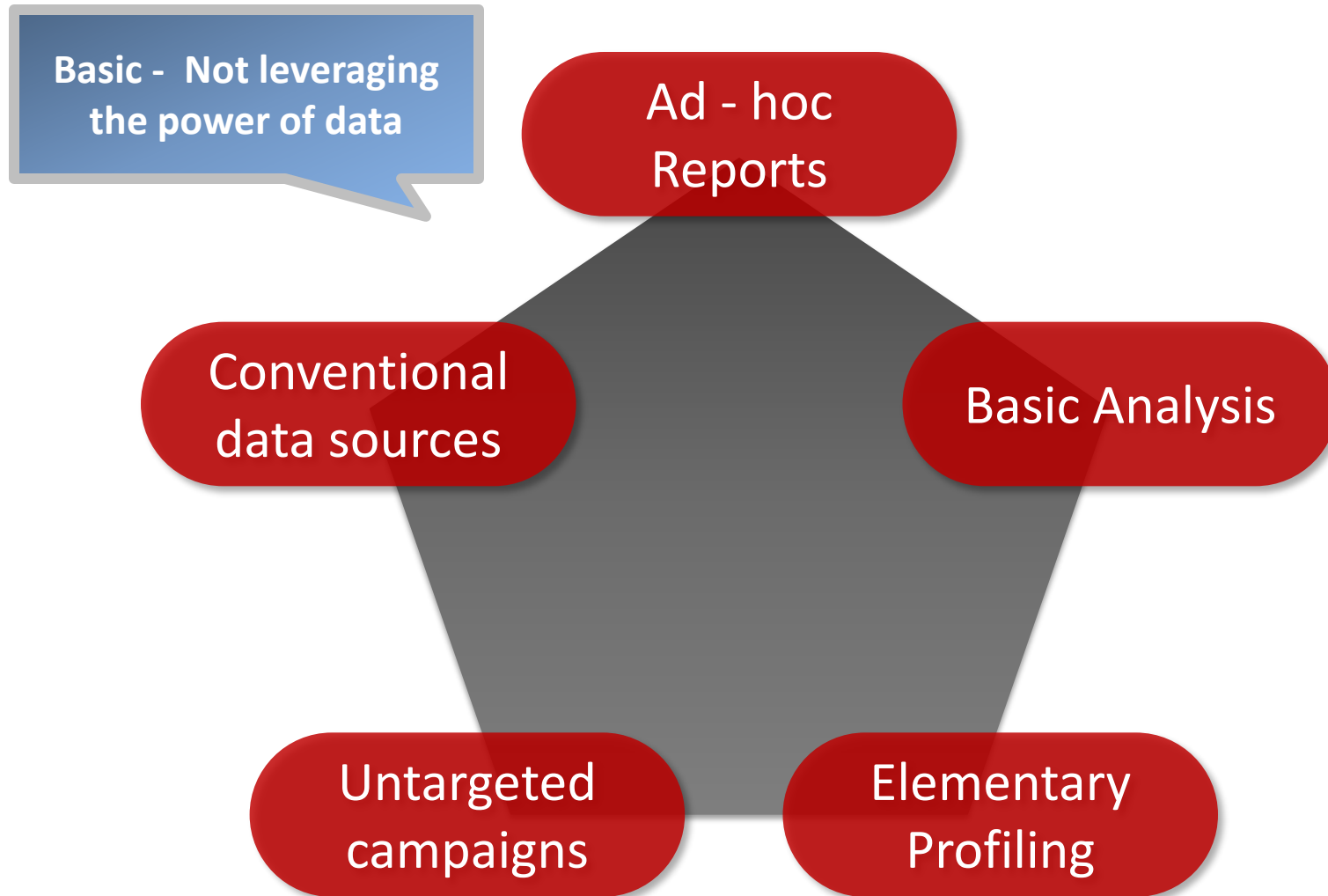
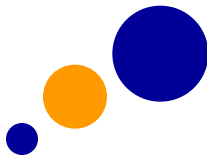
31%

VAS share to the wireless revenue by 2015

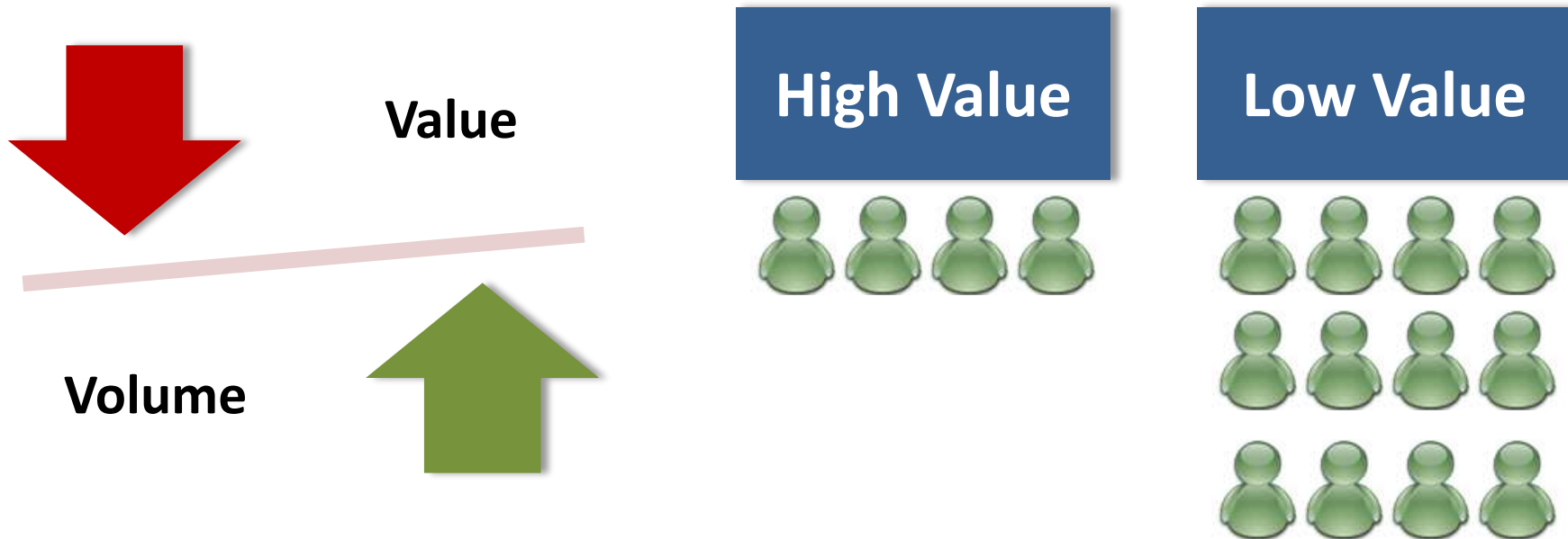
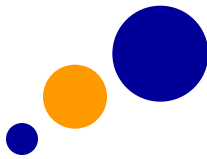
VAS ecosystem



What is being done with data today?



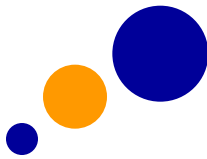
How can data analytics help 'tomorrow'



“Value” based offerings are expected to rise in the future catering to ***niche segments***.

A balance between ‘Value’ and ‘Volume’ is the key.

Analytics for tomorrow – Viable possibilities



Micro
Segmentation



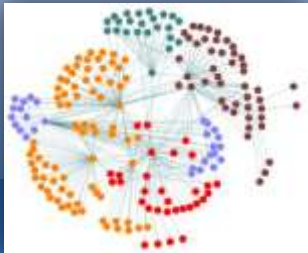
Response
Modeling



Campaign Uplift



Forecasting



Social Network
Analysis



Text Analytics

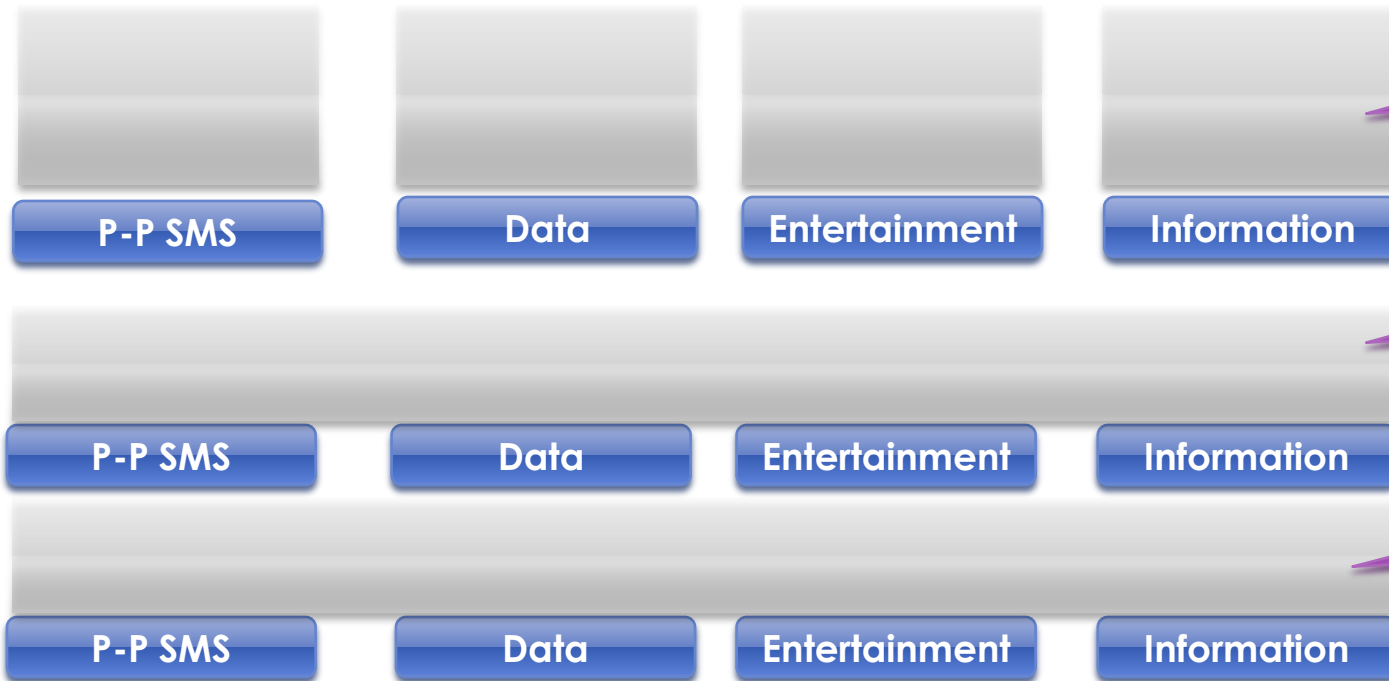
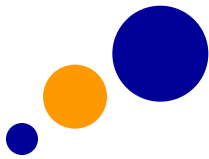


Mobile App
Analytics



Category
Management

Leverage the power of data

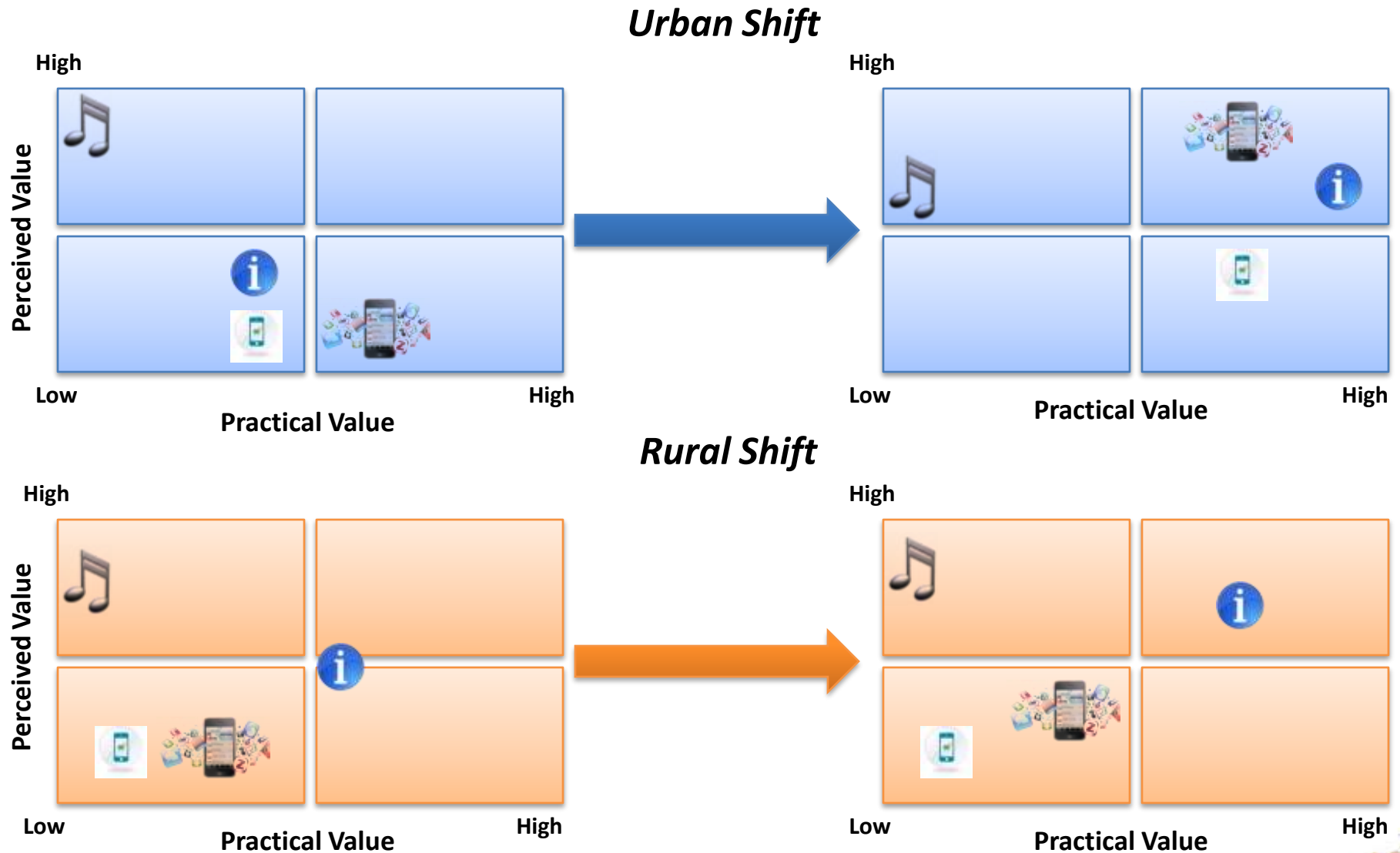
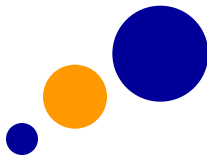


Profile

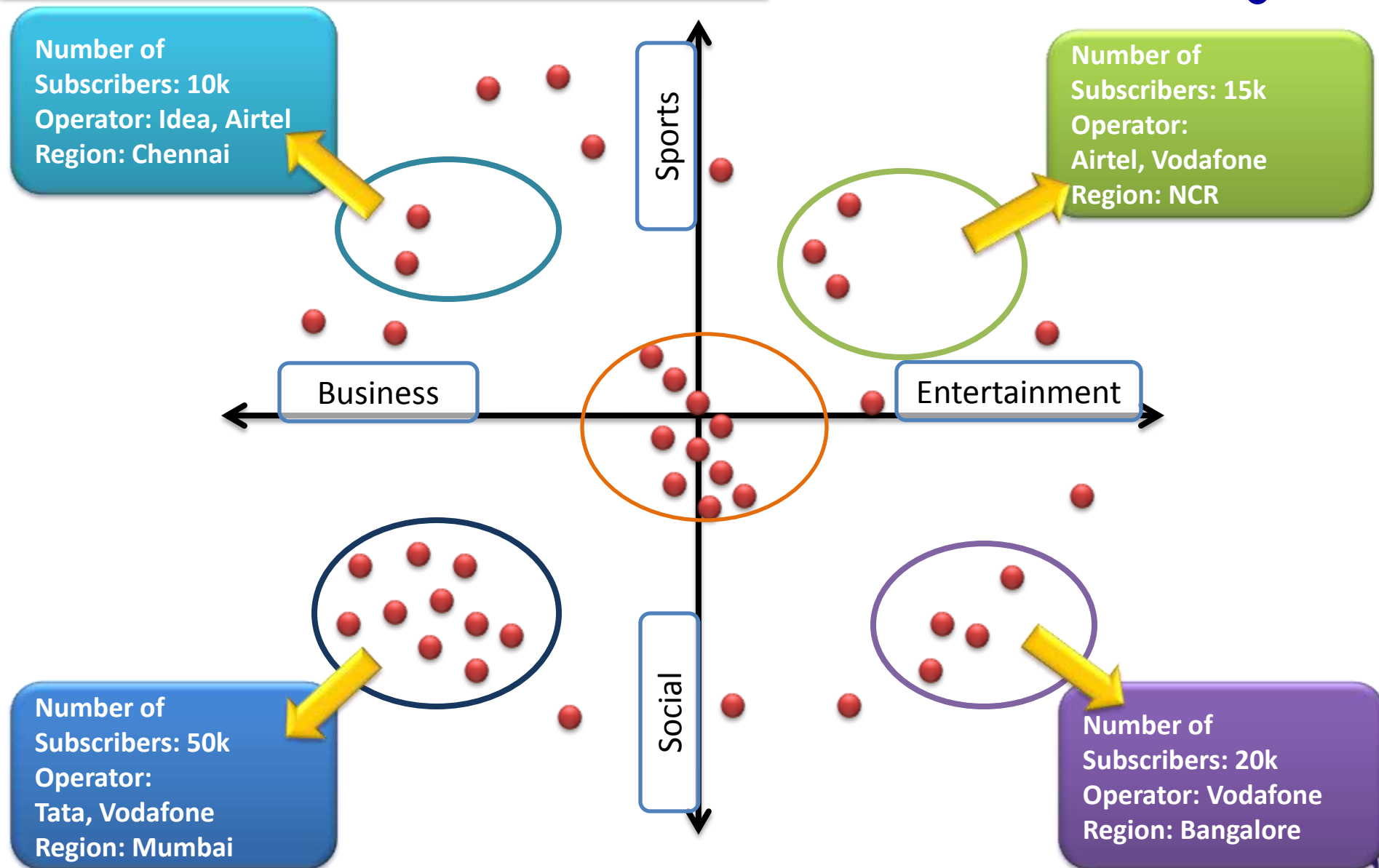
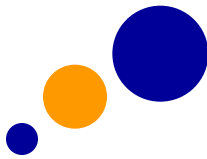
Response

High ARPU
customers

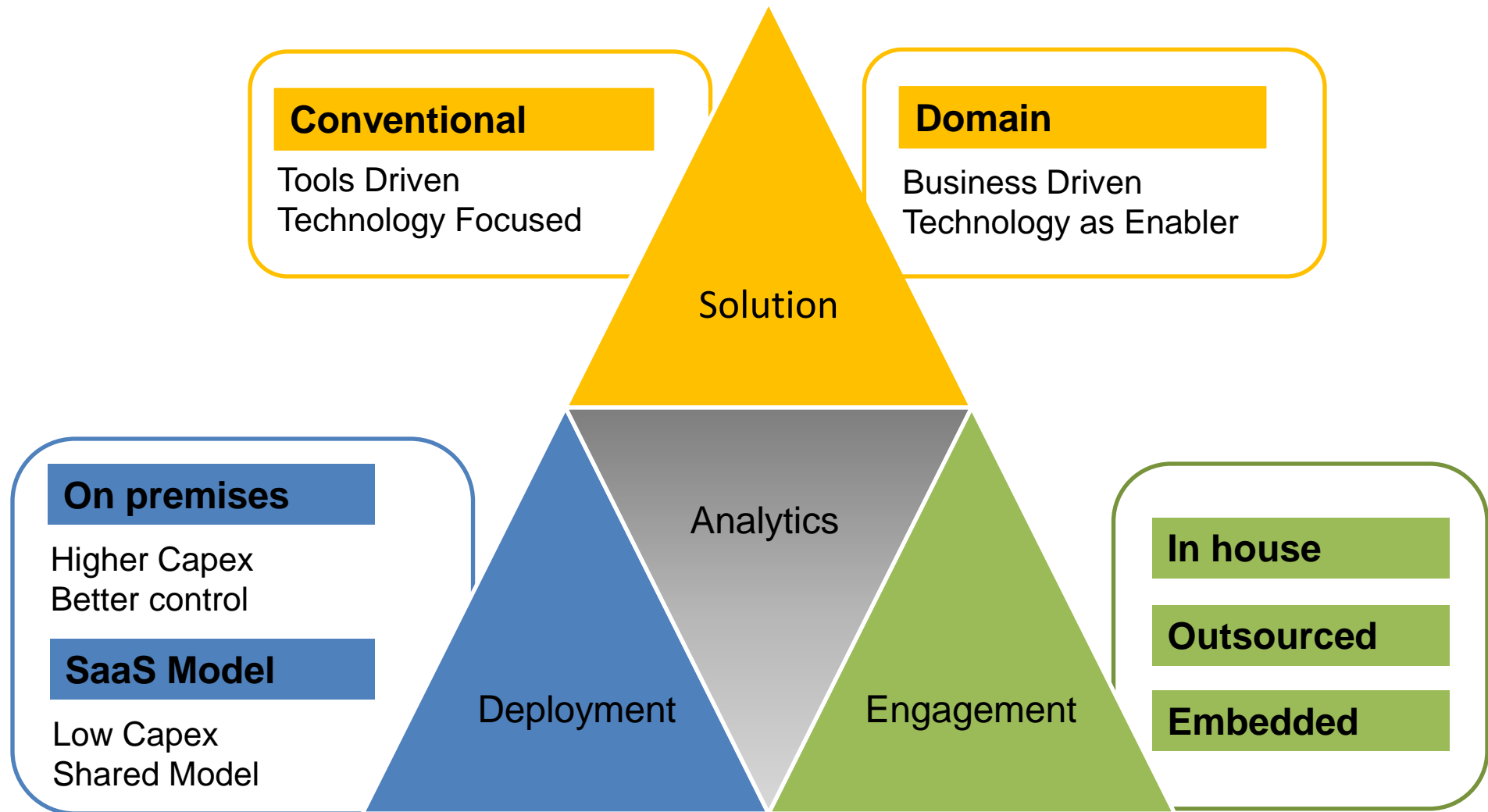
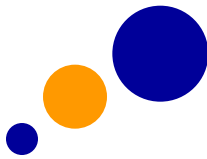
VAS Value Matrix



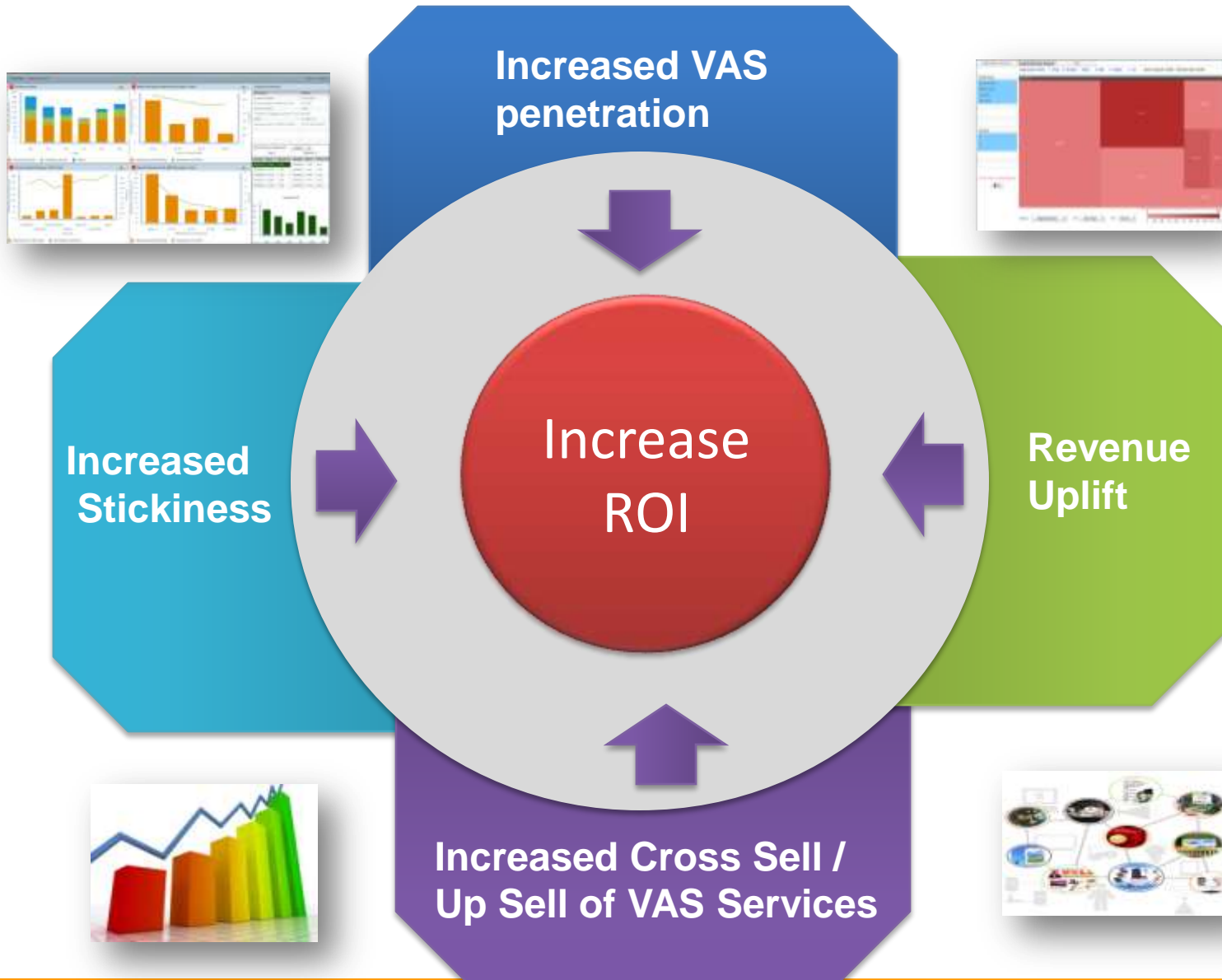
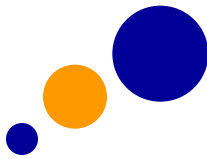
VAS usage profile - Scatter graph

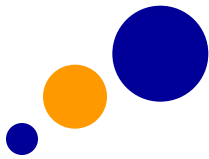


Approach to Analytics



Analytics – Moment of Truth - ROI





Thank you

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