

# LAUNCHING A NEW BREED OF DIGITAL MVNO

Is your business ready?

MVNO World Congress 2022  
Berlin

# High mobility and value- based services



# Hyper-Connected Ecosystem



# Digital Frontend



# **Real-time insights and better decision making**





# THE NEW FOCUS FOR MVNO



GROW YOUR BUSINESS  
INTERNATIONALLY



ONLINE ACTIVATION



END-TO-END  
TECHNOLOGY STACK

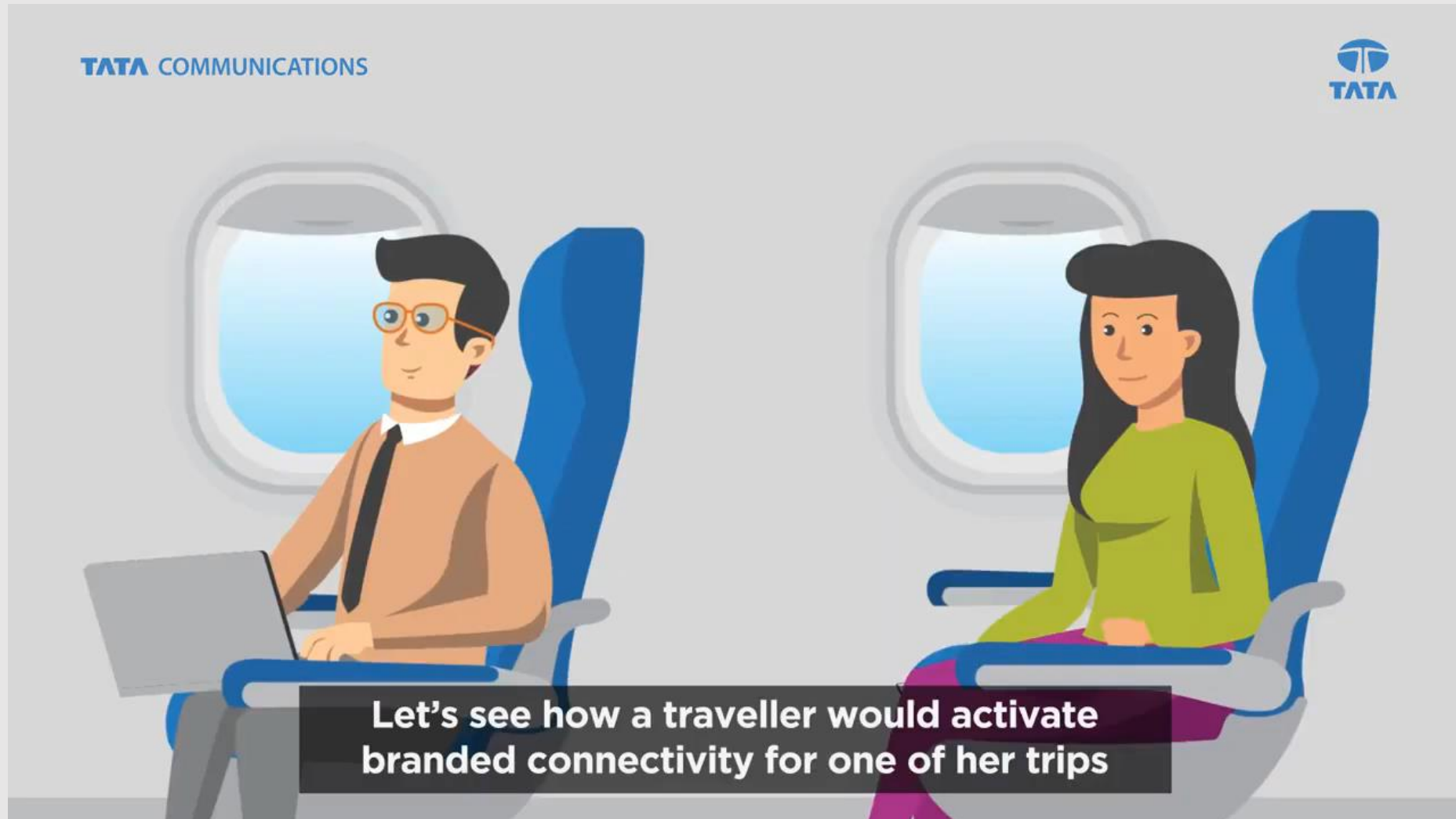


OMNI-CHANNEL  
SERVICES



REAL-TIME INSIGHTS

# Example – Digital Activation



# How we do it?

## Example - SUBSCRIPTION ACTIVATION OPTIONS

### QR Code



Provide customers with an Activation Code or a QR-code to be scanned with the smartphone in order to download the Profile Package. The QR-code includes the SM-DP+ Address and the Activation Code

### In App Provisioning



- In-App eSIM installation with no QR code required
- Enhanced User Experience and increased satisfaction
- Instant service activation



# Case study



Wants to expand Globally

Provides branded SIM cards to travellers, primarily students and tourists, travelling from India and South Africa to the UK, via visa processing agency.

## Tata Communications MOVE™

**Activated 7000 SIM Cards to India and 4000 Sim Cards to South Africa (Initial phase)**

Over a 3 year period, 150,000+ end users will be onboarded.

- manages the network and backend activities
- Platform gives complete insight into no. of active SIM cards, data usage and billing, fully integrated with the CRM
- Single vendor set-up
- Latches onto one of the best networks in the UK
- Roaming across the EU can be enabled seamlessly on demand

# THANK YOU

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