Mobilise

HERO
PLATFORM

PRODUCT SHEET

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PRODUCT DESCRIPTION

HERO is a fully customisable BSS platform that provides telecom companies with an opportunity to create unique and differentiated user experiences. It is packed with features and capabilities that will allow service providers to transform into truly digital–first brands.

The modular architecture of HERO also allows operators to deploy their own products and services or integrate to 3rd party VAS providers quickly and with minimal cost. By making use of the agile methodology and a layered delivery approach, the project delivery can be achieved within weeks.
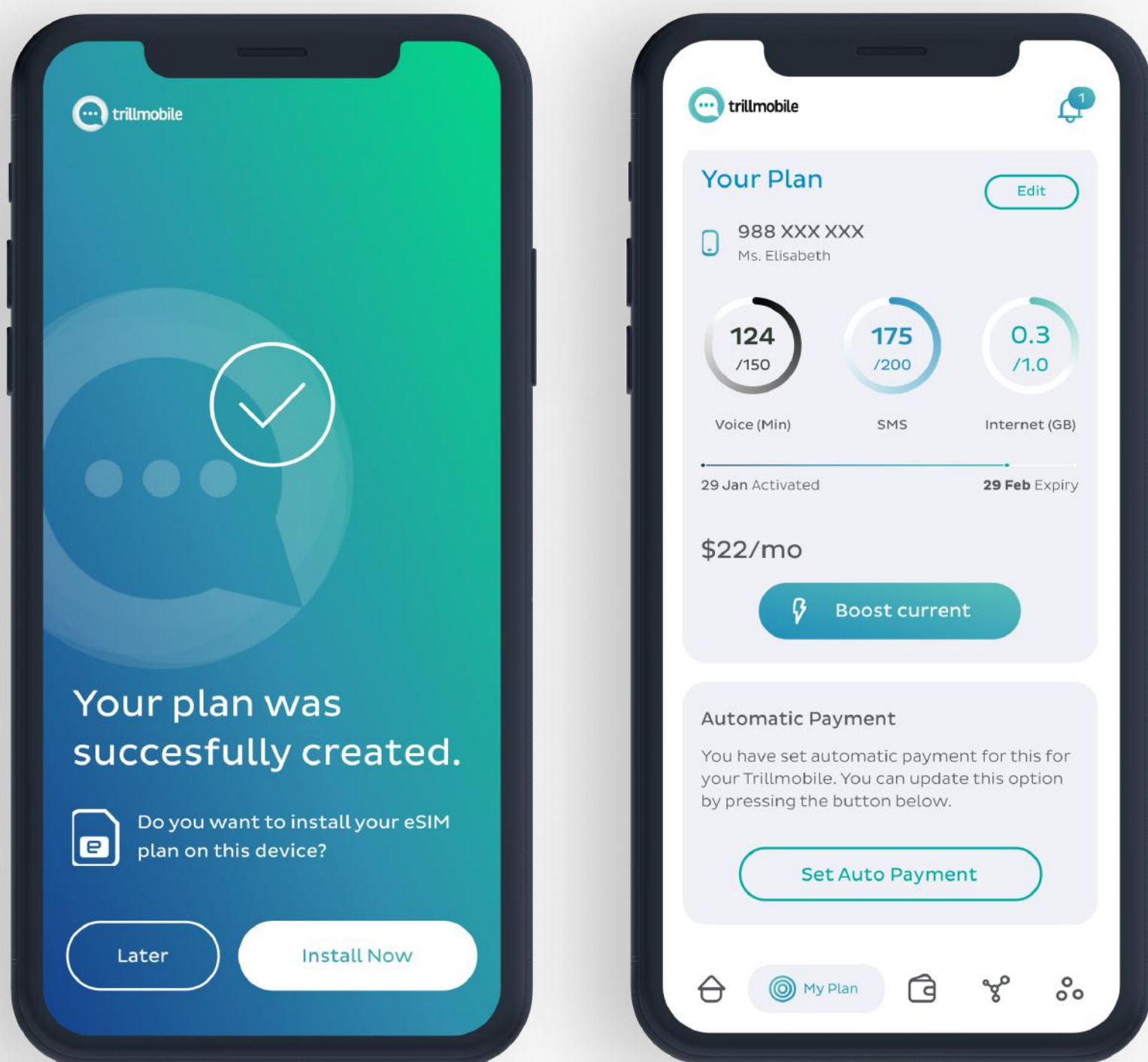
HERO
FEATURES

Agile Delivery

API-led open architecture enables agile products and services creation and seamless integration with external systems to develop 3rd party partnerships.

Cloud Solution

Cloud deployments facilitate quicker setup with lower cost while utilising its auto-scaling and high-availability services to ensure the service is robust and future-proof.

User-Centred Design

User experience and the usability of the digital interfaces are carefully designed to make the user journeys frictionless and intuitive and to guarantee the highest success rate in onboarding customers and upselling products and services.
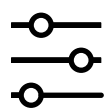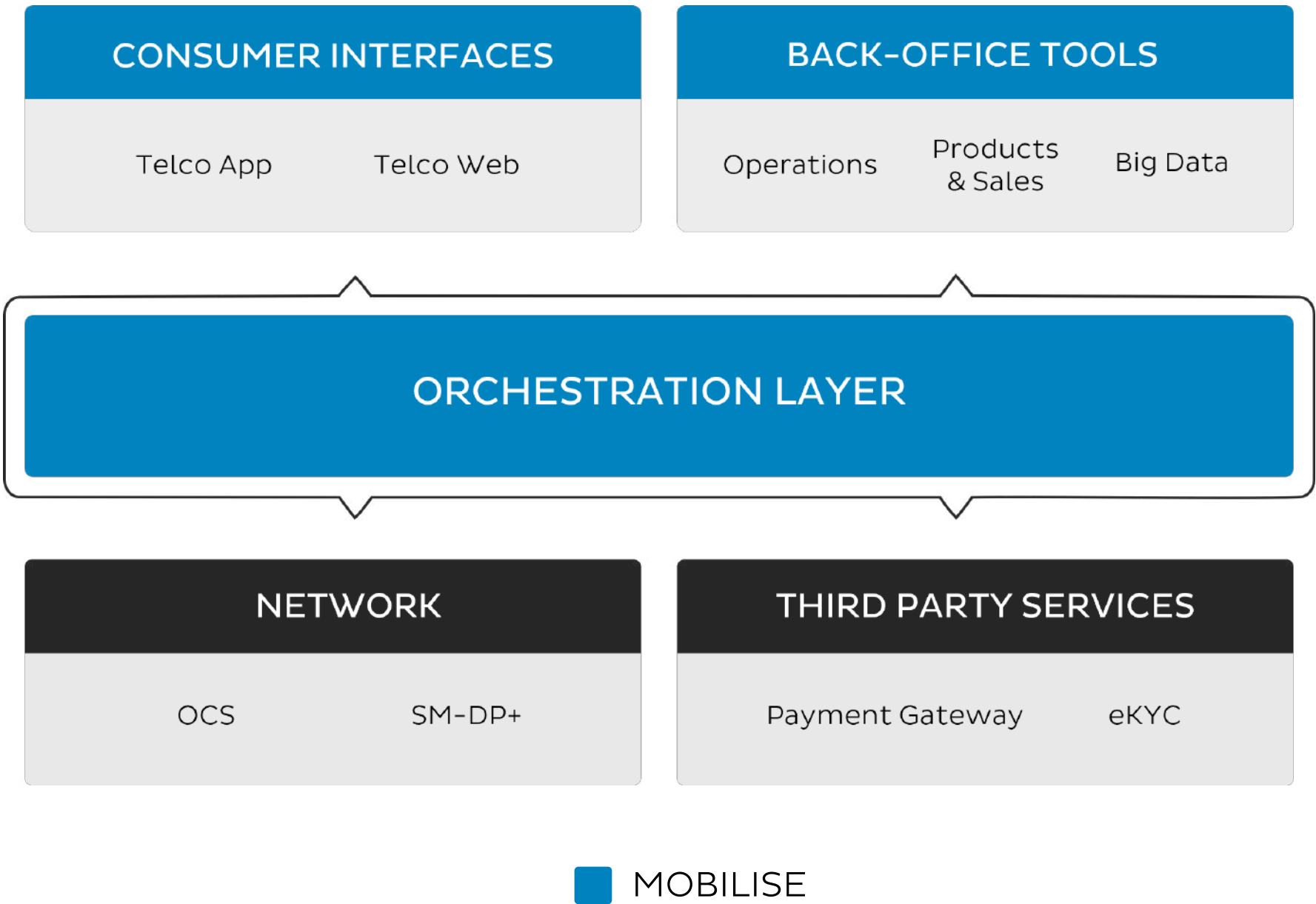
Customisable Interfaces

The digital interfaces were designed to support multi-brand and multi-tenant operations. This translates into flexible UI and branding customisations to match your brand and products.

MODULAR ARCHITECTURE

The HERO architecture brings together all components of the solution.

Our open architecture, combined with the Orchestration Layer, allows Service Providers the flexibility to easily introduce new 3rd party services or network elements with minimal effort and cost.

All components hosted by Mobilise are part of a secure and high-availability cloud environment.

CONSUMER INTERFACES		BACK-OFFICE TOOLS		
Telco App	Telco Web	Operations	Products & Sales	Big Data

ORCHESTRATION LAYER

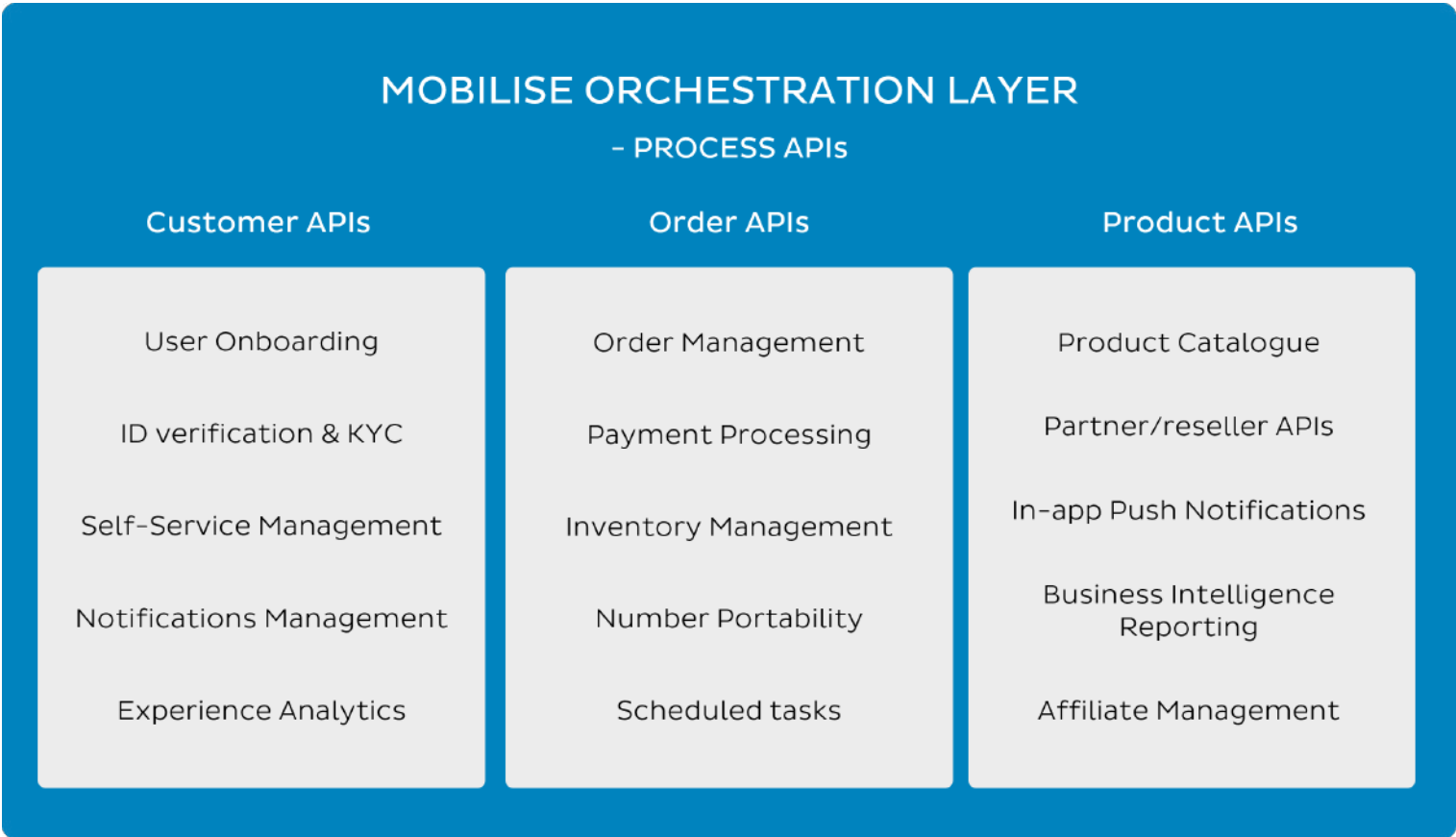| NETWORK		THIRD PARTY SERVICES	
OCS	SM-DP+	Payment Gateway	eKYC

MOBILISE

ORCHESTRATION LAYER

Mobilise Orchestration Layer integrates with various Network Components, such as SM-DP+, Payment Gateways, OCS, MNOs and WebRTCs.

The Orchestration Layer is a single point of contact for the client's Self-care App and Customer Portal that allows access to any of the downstream services.

Mobilise Orchestration Layer comes as a standard with our digital-first solution. It is key to ensuring the ongoing compatibility of the mobile app with external systems. Service Providers exist in a complex environment with many 3rd party software components interacting. Mobilise Orchestration Layer simplifies the integration process and ensures there are standardised entry and exit points for each system interaction or integration.

MOBILISE ORCHESTRATION LAYER
– PROCESS APIs

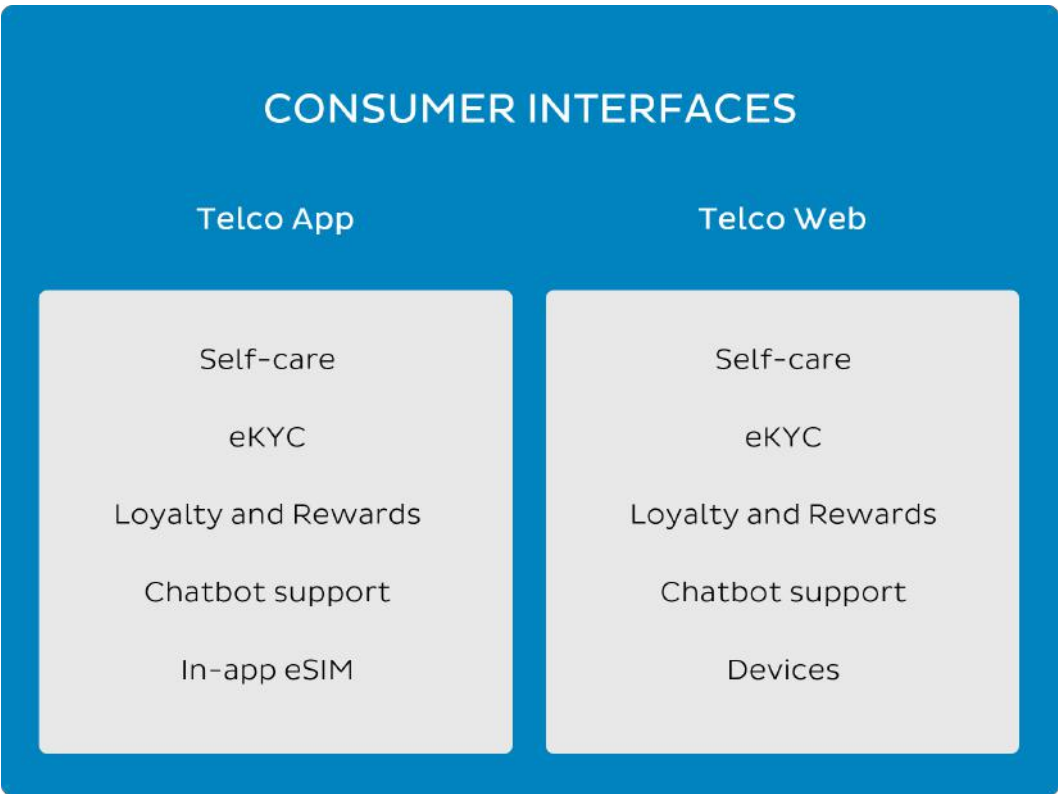| Customer APIs	Order APIs	Product APIs
User Onboarding	Order Management	Product Catalogue
ID verification & KYC	Payment Processing	Partner/reseller APIs
Self-Service Management	Inventory Management	In-app Push Notifications
Notifications Management	Number Portability	Business Intelligence Reporting
Experience Analytics	Scheduled tasks	Affiliate Management

The Orchestration Layer includes 60 APIs for integration with frontend and backend systems, including but not limited to APIs to perform the following actions:

— Top-up (monetary, resources)

— Get user details

— Create user/subscriber account

— Get user call/balance log

— Update user profile/plan

— Card Payments, Apple Pay, Google Pay as well as repeat payments

— In-app push notifications

— Email notifications

— MNP integration

CUSTOMER DIGITAL INTERFACES

MOBILE APP

HERO's self-care app module empower telecoms' end-users to take full control over their accounts, such as monitoring usage, upgrading and downgrading plans or paying bills.

CONSUMER INTERFACES

Telco App	Telco Web
Self-care	Self-care
eKYC	eKYC
Loyalty and Rewards	Loyalty and Rewards
Chatbot support	Chatbot support
In-app eSIM	Devices

The self-care app encompasses the following features:

— eSIM in-app provisioning

— Global Wi-Fi

— Micro-payments

— Voice and video calling

By implementing these features, telecom service providers can increase customer satisfaction, reduce complaints and queries raised to the contact centre and act as a sales channel to upsell new products and generate personalised push notifications (when paired with the data-driven churn prediction module).

WEB PORTAL

Similarly, to the mobile app, HERO's web module provides the user with a self-care environment, highly compatible with the app.
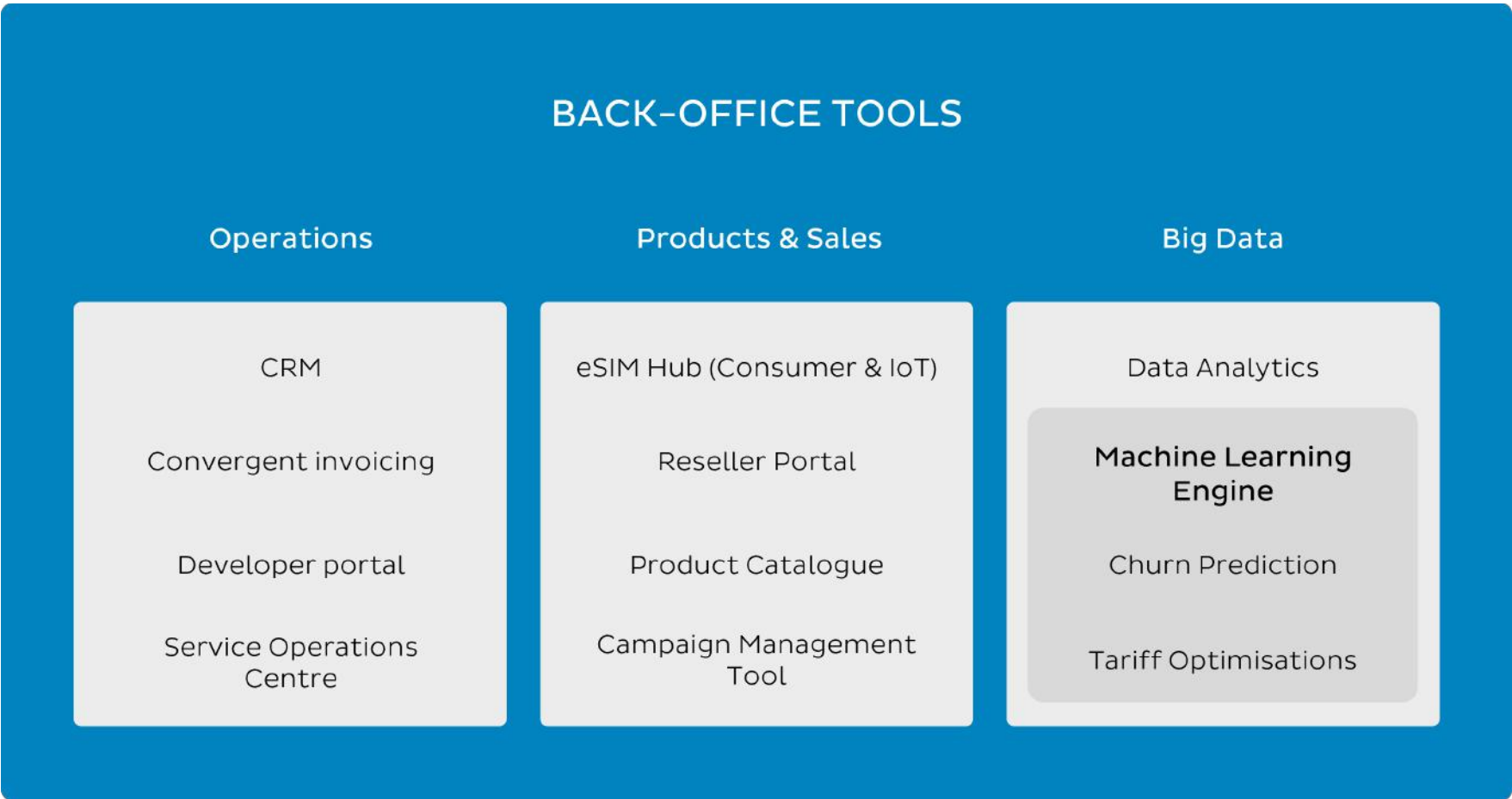
Those two elements combined provide a solid base for an omnichannel experience, an approach highly demanded by customers across all sectors. The web portal can also be developed to include an e-commerce section to drive further revenues.

BACK-OFFICE TOOLS AND INTERFACES

HERO's back-office tools enable service providers to manage, monitor and analyse their digital services and support their customers proactively.

All of our back-office tools are delivered with the following specifications as a standard:

— Cloud-hosted high-availability solution

— Mobile network API integration (OCS, MNO OSS, provisioning etc.)

— Browser compatibility (Chrome, Safari, Firefox, Internet Explorer, Edge, Opera)

— Responsive UI

— User roles and capabilities

— Encryption of the main user data

— Web layer firewall protection

BACK-OFFICE TOOLS

| Operations	Products & Sales	Big Data
CRM	eSIM Hub (Consumer & IoT)	Data Analytics
Convergent invoicing	Reseller Portal	**Machine Learning Engine**
Developer portal	Product Catalogue	Churn Prediction
Service Operations Centre	Campaign Management Tool	Tariff Optimisations

OPERATIONS

CRM

HERO's multi-tenant CRM system is the central tool for Customer Service agents and supervisors to perform the majority of their daily tasks.

Main functionalities:

— Account Management
— Top-up and balance adjustment
— Service provisioning
— Ticketing
— SIM provisioning
— Call and balance history
— Operations dashboard
— Mobile number portability administration
— Loans
— Sales and operations reporting
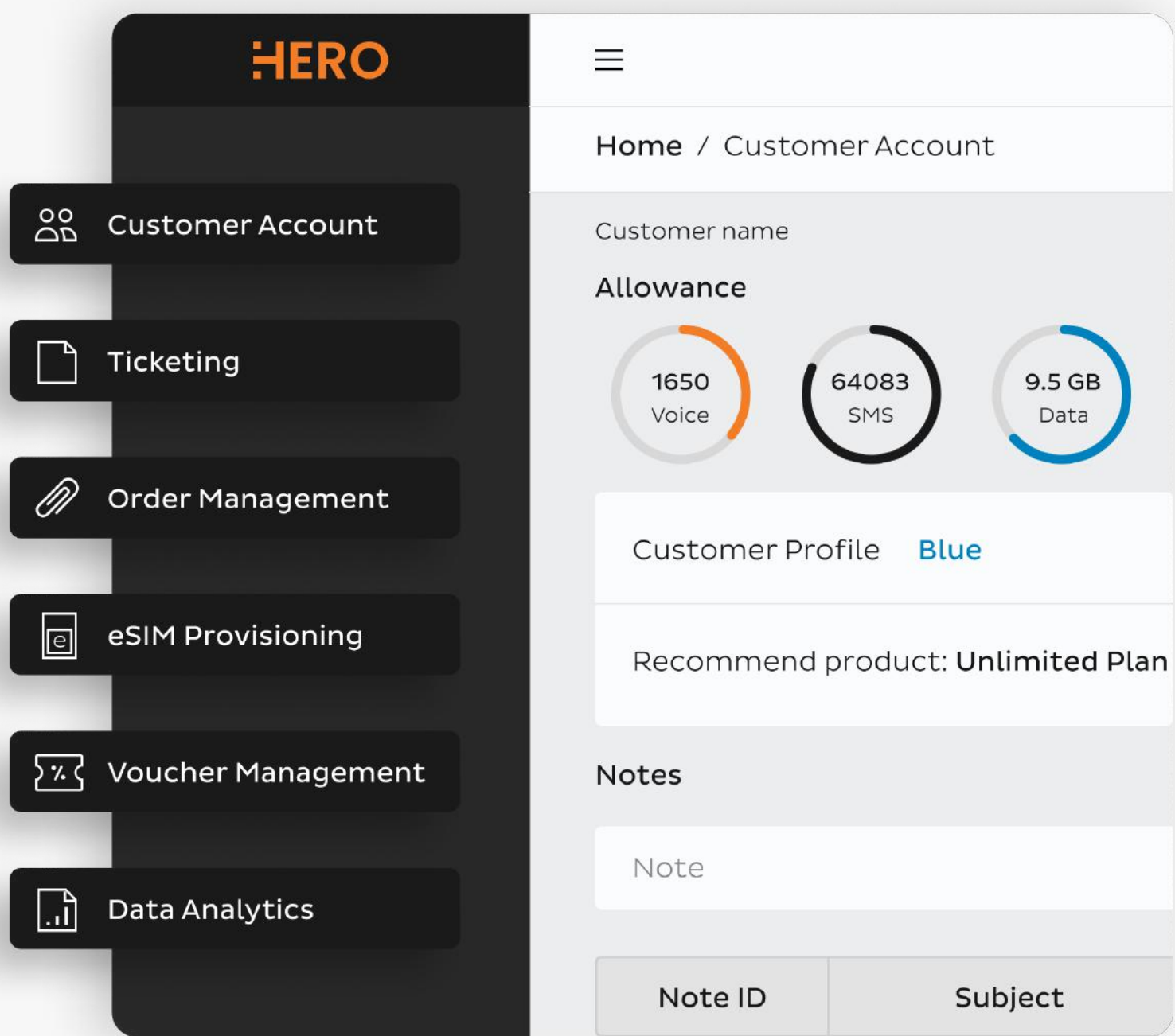
CONVERGENT INVOICING SYSTEM

Our Convergent Invoicing System is a cloud-based solution that simplifies the billing process for both the service provider and the customer by integrating with all service charges on a single customer invoice and providing a unified view of the customer usage in a single bill. Additionally, the system supports automatic online payment collection, eliminating the overhead from the customer while enabling a more efficient collection process.

Key features:

— Convergent invoicing (multiple services on one bill)
— Daily bill cycles
— Rated CDR collection
— Customised invoices
— Invoice generation (ready to print or send digitally)
— Itemised statement
— API integration
— Automatic payment (direct debit or credit card)
— Billing and payments reporting

DEVELOPER PORTAL

With every delivery, our customer's will be granted access to our developer portal and all our technical documentation, release notes and download centre. The developer portal includes:

— Documentations for Mobilise APIs
— Documentations for Mobilise SDK
— Download centre for new SDK updates
— Release notes and version control for new APIs and SDK releases

SERVICE OPERATIONS CENTRE

We have developed an advanced service monitoring system to match the level of the services offered by our HERO platform. Every component, API and service within HERO, as well as all third party systems, are integrated and monitored by our SOC. By monitoring services, we are able to define the threshold of accepted quality of service, and the system will trigger warnings and alarms to the operations team enabling us to proactively identify and resolve issues before they impact the service.

The SOC main features include:

— Real-time system and service monitoring
— Monitoring dashboard
— Service and systems alarms notifications

All monitoring services are available via SNMP v3 for integration.

ESIM HUB

Mobilise have developed a multi-tenant eSIM Hub to manage global and local (tenants') stock and configuration. The eSIM Hub covers the following specifications:

— eSIM real-time stock monitoring and reporting
— eSIM subscription management, status lookup and event logs
— eSIM profile deactivation, eSIM reuse and device swap
— eSIM configuration (view/edit)
— Tenant (MVNO) management
— User access and profile management
— Analytics and tracking

All features will be available via APIs for CRM integration if required.

RESELLER PORTAL

Mobilise have developed a reseller web portal that enables resellers to onboard, manage and sell products and services while being able to track their activities and KPIs. The tool also allows the service provider to generate reporting insights on resellers performance.

— Retailers online top-up via web portal
— Wired transfer account top-up. Including bonus and Tax calculations
— Products/Tariffs whitelist (global and per retailer)
— Retailer configurable commission
— Service TAX configurable (global per tenant)
— Payment gateway integration in each country
— Retailers account managed on OCS
— Reporting
— Invoice retrieval

CAMPAIGN MANAGEMENT TOOL

The Campaign Manager allows the service provider to run campaigns and promote new products and services, drive product upsell or cross-sell or notify users of service-related information, such as outages or service interruptions. Utilising multiple communication channels, campaigns can be pushed via email, SMS and/or in-app notifications.

HERO's Product Catalogue offers maximum control to the Product, Marketing and Support teams to maintain and operate products and services on the digital channels whilst minimising the development effort and go-to-market timelines.

From a single back-office web interface, users will be able to perform the below actions on both the consumer website and the mobile applications:

—— Create new products
—— Update or remove existing products
—— Upload new or update existing images
—— Update services and products pricing
—— Launch offers and discounts
—— Change colour themes
—— Update text/fonts
—— Test changes
—— Schedule changes deployment

DATA ANALYTICS

HERO's Data Analytics dashboard collects data from HERO components, as well as telecom CDRs, to offer detailed analytics via an interactive customisable dashboard. The Data Analytics module provides our clients with many insights, such as app analytics, crash and error analytics, location information, traffic volumes, network usage, device types, in addition to operational performance reports.

Via existing data capture techniques, we are able to view insights such as data consumption, network performance, quality of service, location data, session times, and dwell times. We will also be adding geo-location tagging and device data tracking. This will enable us to track user location and the type of interactions they are performing. We will complement this with telecoms related data to give insight into the user's physical location, travel habits, dwell times, consumption and much more.

MACHINE LEARNING

We help telecoms address Customer Value Management challenges by improving decision making and delivering excellent customer experiences based on data, Machine Learning and predictive analytics.

Our off-the-shelf products and end-to-end solutions enable mobile operators to streamline customer retention, sales & personalisation processes and achieve superior revenue growth. Examples of Machine Learning applications include:

— Churn prediction

— Next best offer

— Tariff and products optimisation

Mobilise is a leading provider of SaaS solutions to the telecommunications industry. We are a dynamic and experienced company focused on delivering highly engaging digital-first service propositions and excellent customer experiences. With a strong track record, deep industry knowledge and a team of specialists, we support our clients in building and executing transformational strategies.

www.mobiliseglobal.com

ABOUT MOBILISE