



**VNOnDemand**  
REALISE  
YOUR DIGITAL  
AMBITIONS

# DIGITAL TRANSFORMATION IS CREATING NEW WINNING PROPOSITIONS

WHY IS UBER THE WORLD'S MOST  
POPULAR CAR SERVICE...  
WHEN IT DOESN'T EVEN OWN ANY CARS?

WHY IS AMAZON THE WORLD'S  
LEADING RETAILER...  
WHEN IT DOESN'T GUARANTEE  
THE BEST DEALS?

Digital disruptors don't succeed just by  
selling cheaper products or services.

**They outperform the competition by  
using technology to revolutionise the  
customer experience and cut costs  
at the same time.**





## DELIVER MORE TO THE CONNECTED CONSUMER

Virtual Network Operators (VNOs) possess a powerful opportunity to enable connectivity for discrete market segments, consumer services and industry products.

Done correctly, they enhance today's ever continuing digitalised life, as opposed to simply reselling incumbent network operator products, generating long-term relevance and loyalty. VNOs, of all types, have the benefit of network, technology (mobile, fixed or wireless) and service independence to sew together new propositions that nurture a data-rich relationship with every customer.

**TODAY'S reseller** flies blind and competes on price alone.

**TOMORROW'S reseller** targets new segments with bespoke service offerings.

**TODAY'S brand** yields marginal income and brand association from mobile or fixed services.

**TOMORROW'S brand** stays front of mind in every customer's pocket and profits from new digital services.

**TODAY'S greenfield innovator** has ambition and an enablement mountain to climb.

**TOMORROW'S greenfield innovator** leverages partnerships to deliver world-class digital products.

**TODAY'S service innovator** adds connectivity as a cost to their products.

**TOMORROW'S service innovator** uses connectivity to revolutionise their service experience.

**TODAY'S wholesale service provider** sells minutes, texts and data volume.

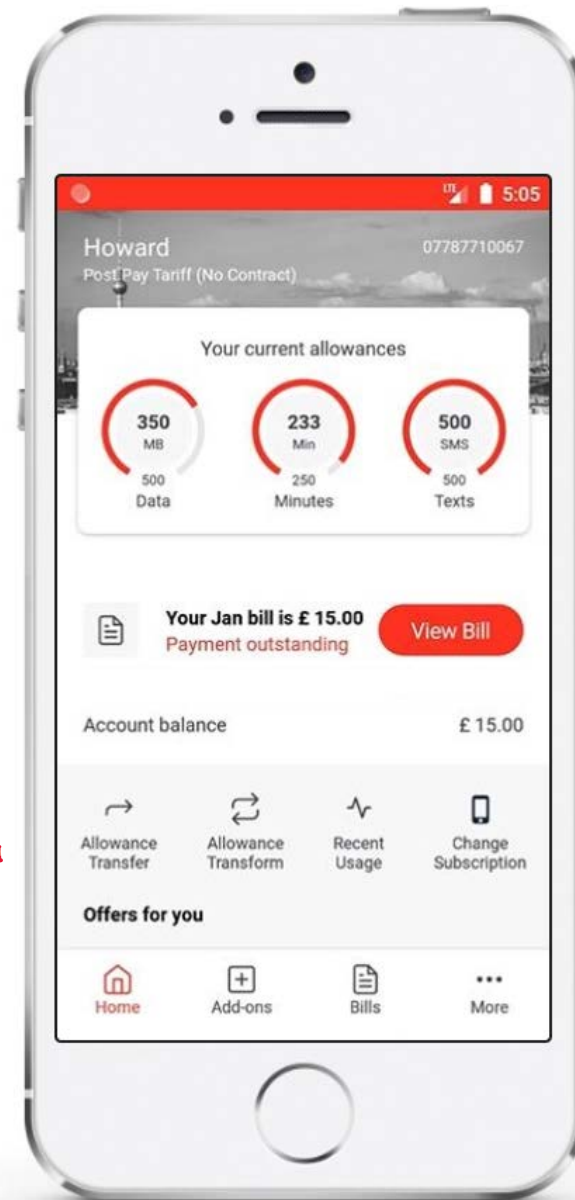
**TOMORROW'S wholesale service provider** empowers a rich partner base to deliver superior and differentiated experiences.

## TODAY'S MODEL IS UNSUSTAINABLE

Whether you're a brand, retailer, service provider or B2B service, the prize for building deep, personal digital relationships is not just market share, but an entire new business.

Today's brand, mobile and fixed VNO players are under pressure to make moves towards these goals. Aside from their competitors' progress, they face unique challenges which erode the value of their existing business models:

- **DIFFERENTIATION:** Traditional MVNOs offer a restricted product set and find themselves differentiating on price alone – eroding margins and value.
- **TECHNICAL AUTONOMY:** Tied to third party development cycles, host network platforms or in-house resources, brands and B2B outfits in particular find it hard to develop their own products and stay relevant to existing audiences, let alone capitalise on new ones.
- **ACTIONABLE DATA:** Without insight into performance indicators such as customer behaviour, and the ability to tie them to business outcomes, line-of-business leaders are all too often flying blind.



# THE DIGITAL OPPORTUNITY

With an independent, cutting-edge VNO/E platform, you can revitalise your offer, unshackled from the limitations of technology:



## Deliver an OnDemand customer experience

The OnDemand generation wants seamless, intuitive interfaces. Barrier-free interactions. Complete personalisation and customisation, and the comfort that goes with absolute control. We build these experiences as standard.



## Reach multiple customer segments

Target more segments; both niche and mainstream. Whether your ambitions lie in business services (cloud storage, Office 365 and Salesforce), home services (security, family and multimedia), Internet of Things or simply a currently under-served niche, creating compelling dedicated services has never been easier.



## Engage with new business models

Integrate mobility and connectivity into any service across your brand estate. Bundle and embed any combination of OTT services too, and deliver it all on any business model (PAYG, subscription, freemium etc.) that suits your market, to deliver increased market share, profitability and customer satisfaction.



## Put agility at the heart of your operational capacity

Our as-a-service architecture is ready to support your business as constant transformation becomes the norm. We know your plans will change, so we give you the operational agility to match your market need.



## Optimise the business

We take every opportunity to minimise costs and optimise operational processes. We put technology to work (automation, analytics, smart pricing) alongside a wealth of industry experience (wholesale negotiation, process design) to drive out cost and waste.












# YOUR JOURNEY TO DIGITAL

MDS Global offers VNOs and VNEs a clear pathway to delivering profitable and relevant market services across the B2C, B2B and IoT segments. VNOnDemand is modular and flexible to handle the pressures of your existing contracts, stay focused on market objectives and plan new rollouts at a pace that suits you and your business.

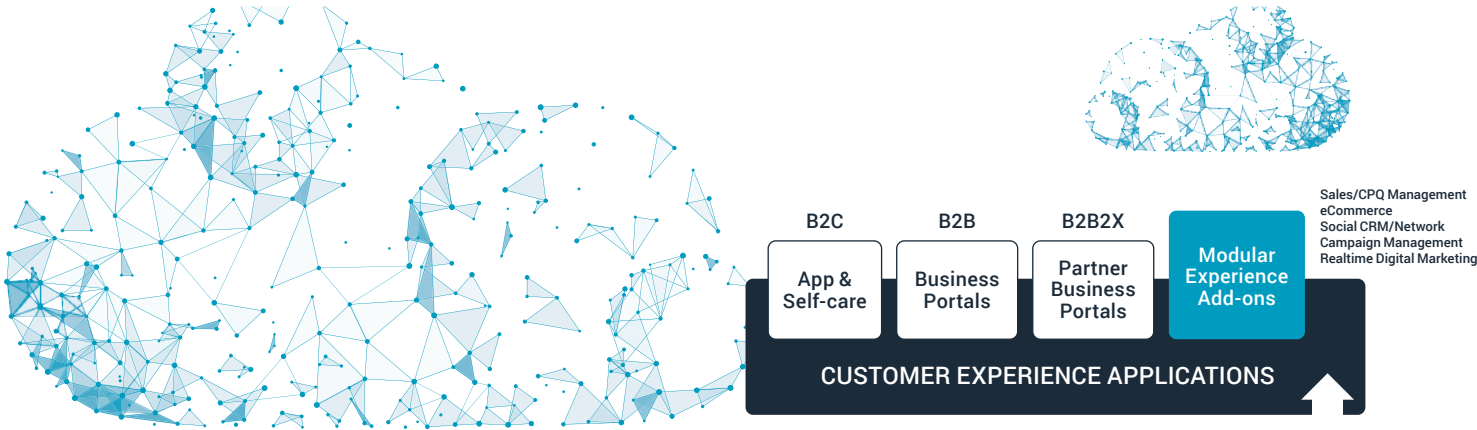
→				
OPTIMISE	DIGITISE	UNIFY	DEEPEN	EXTEND
Negotiate wholesale	Real-time experiences	Reverse churn	Regions & channels	Integrate brand assets
Limit costs	Data driven engagement	Real-time campaign	Smart groups & social networks	Servitise products (IoT)
Understand users	Automated processes	Elective migration	Multi networks & partners	Cross-sell industries
IMPROVE GROSS MARGINS	GROW SUBS & TOPLINE REVENUES	REDUCE CHURN	ACCELERATE SUBSCRIBERS, DEVICES & MARGINS	THE SKY IS THE LIMIT!

## VNOnDemand: THE TURNKEY ROUTE TO DELIVERING YOUR DIGITAL AMBITIONS

MDS Global offers a trusted and agile environment that empowers you to create innovative, experience-rich propositions, putting your brand to work for customers who demand more:

- **AS A SERVICE:** Leave the IT to us and focus on your business. Use our platform or take advantage of a complete Managed Service solution
- **AGILITY:** Launch compelling digital services in days, not years
- **OUT OF THE BOX ANALYTICS & MONETISATION:** Actively manage your business, whatever your KPIs, with end-to-end customer and performance insight
- **ANY SEGMENT AND ANY SECTOR:** Whether business, consumer or M2M/IoT, we nurture value, flexibility and stickiness
- **DATA-DRIVEN AUTOMATION:** Cut costs and systemise your operations
- **SELL AND SUPPORT CONVERGENT SERVICES:** We integrate all fixed, mobile and wireless services, so you can deliver and bill any commercial package
- **DEDICATED SUPPORT ACROSS THE LIFECYCLE:** Consulting from two decades of experience to optimise your digital offering
- **SERVICE ASSURED:** 120pt service checks, ISO27001 security compliant, 24/7 Service Desk, revenue assurance, SLA-driven availability and embedded fraud management
- **OPEN INTEGRATION:** From Facebook to Salesforce, our open API approach means you can select best of breed integrations for a market-leading proposition

Whatever your digital ambition, VNOnDemand ensures that technology is no longer a barrier.

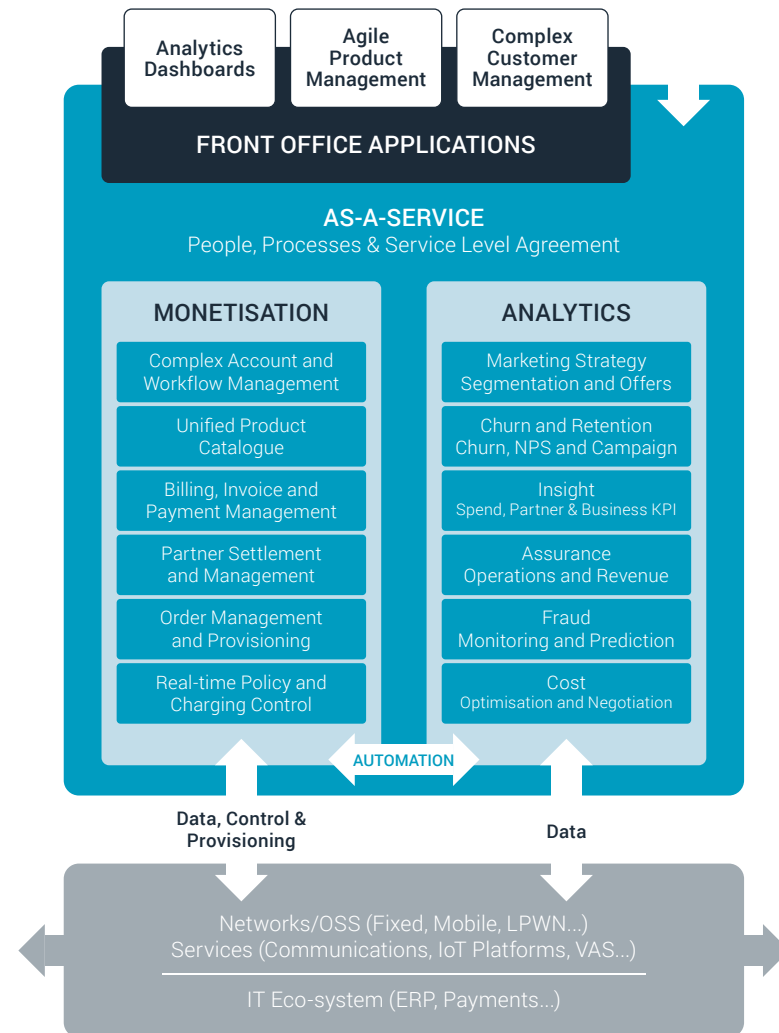


## A FEATURE-RICH AND FLEXIBLE CLOUD ENVIRONMENT

VNOnDemand is designed from the ground up to give you the flexibility, services and data to support your next generation of digital business. We deliver on a SaaS/Managed Services basis with integrations to your existing technologies, removing the complexity from realising your digital ambitions.

MDS Global's unique approach to the VNO journey is a pre-integrated combination of analytics, industry insight, experience and monetisation platforms.

Our approach has been designed specifically to partner with today's MVNOS to take them to the next level on a win-win philosophy. Backed by extensive SLAs, we provide your brand with the people, processes and technology that remove many of the barriers to your growth.



## WHAT'S YOUR AMBITION?

What are those next steps? What would your business look like if you had compelling service designs for all the customer segments you wanted to reach? MDS Global gives you the agility and flexibility to capitalise on every opportunity.

- **Flexible and hybrid monetisation:** Give every user the perfect deal: advance or in arrears, subscriptions, PAYG, micro-bundles and more
- **Integrate with technology and service partners:** Ideal for SME bolt-ons like Office 365, Salesforce or your choice of OTT products
- **Develop a reseller base:** We've got the analytics and front-end channels to manage the relationship
- **Make waves in the \$3tn IoT market:** Support this dynamic market with agile commercial models with full provisioning and eSIM support
- **Serve families better:** Enhanced security, time-based controls, even multi-device family packages; nobody offers more in the family segment
- **Attract corporates:** Bulk management of complex account hierarchies and entitlements are no problem either; we're built for corporate life
- **... And SMEs too:** Small businesses account for over 95% of companies – now you can profitably give them the services they crave

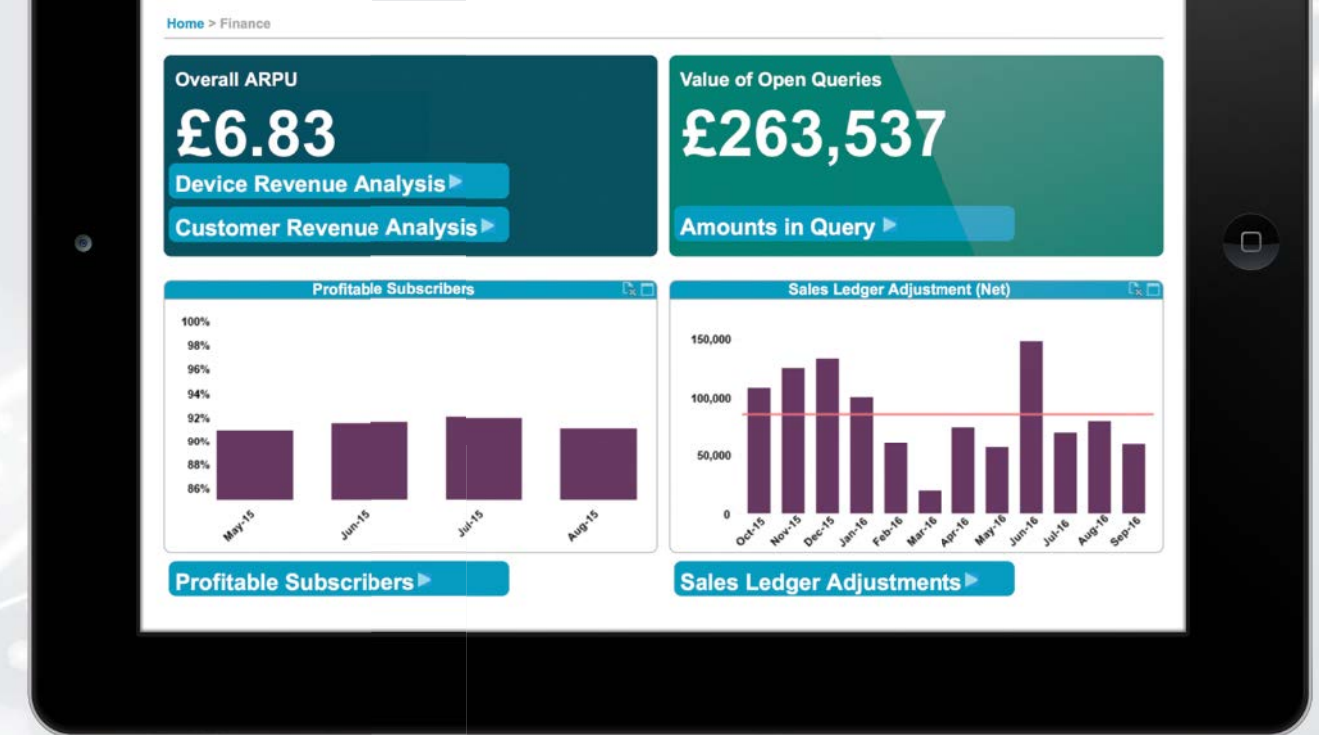
We're already helping Telefonica O2 to deliver convergent services to millions of its corporate and SME subscribers, as well as servicing more than a million IoT subscriptions.



# DATA-DRIVEN INSIGHT TO OPTIMISE THE BUSINESS

Our end-to-end analytics and industry expertise means nobody is better qualified to drive savings from your existing VNO operation and future ambitions. From go-to-market strategic consultancy to the data you need to manage your digital business in real-time, we put data-driven decision making at the heart of your operation.

By bringing our industry insight to bear on your existing mobile arrangements, we can optimise your wholesale agreement to dramatically improve your margins. Our fraud, churn and revenue assurance experience and processes, finely honed across multiple clients, also reduce costs – without putting new barriers in the way of the consumer.



## COST

Wholesale Optimisations  
Supplier Management  
Operations  
Margin  
Inventory



## FRAUD

Usage  
Commission  
Subscription  
Employee  
Lawful Interception



## ASSURANCE

Operations  
Revenue  
Business Process  
Credit  
Migration



## INSIGHT

Spend and Usage  
Distributor  
Business KPI  
Configuration  
Partner



## CHURN & RETENTION

Churn & SRC Analysis  
Realtime Campaigns  
Net Promoter Score  
Propensity to...  
Profitability & SAC



## MARKET STRATEGY

Smart Pricing  
Segmentation  
Product Analysis  
Bundle Analysis  
Conversion Analysis



## AS-A-SERVICE

Analytics, Service  
& Science



## 6 x OOTB SUITES

For B2B, IoT, VNO  
Each covers 5  
discrete units



## PROVEN

Across Tier1  
Operators



## BESPOKE

Professional Services  
Tailored to exact  
requirements



## MODULAR TO BSS

Pre-integrated option  
with MDS Monetisation

### We deploy technology to drive value throughout:

- Automation to simplify processes, reduce exceptions and create efficiencies
- Analytics for actionable, commercial insight

- A flexible pricing engine, so you'll never 'leave money on the table'

We have the knowledge and the technologies to maximise the responsiveness and profitability of all your digital ventures.

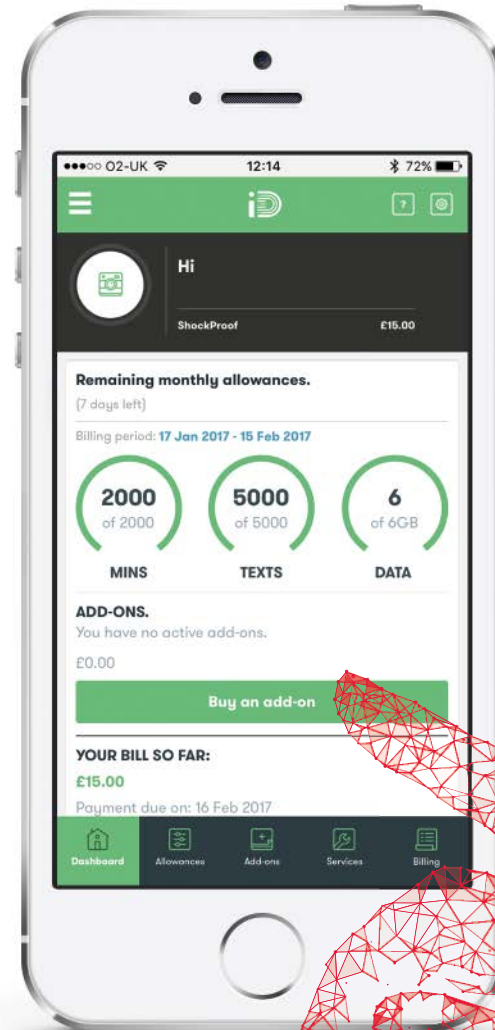




## ID MOBILE: BUILDING A LEADING BRAND FROM THE GROUND UP IN 18 MONTHS

We helped iD Mobile reach 500,000 subscribers in 18 months from a standing start, by delivering a world-class digital user experience and continuous innovation in monetisation - including the UK's first hybrid payment model and 30 day rolling contracts.

- Europe's fastest growing MVNO – despite launching in a saturated market and with limited advertising
- First to market with free data rollovers and mid-cycle upgrades
- Ground-breaking full-service app: control spend, pay, change tariffs and add bolt-ons instantly
- Frictionless onboarding and activation
- Real-time data underpins the customer experience: reliable, transparent, trusted
- Proactive notifications: 50+ trigger points, 30+ decision points and 30 notification parameters



## MDS GLOBAL: THE FREEDOM TO INNOVATE

Unleash your entrepreneurial flair with the flexibility to deliver new digital services powered by innovative business models, freed from the cost and complexity of IT.

- Support your brand: Build mobility and connectivity into your brand promise.
- Dive into new models: M2M, IoT, music and video, subscriptions, online and e-wallet payments.
- The agility to outperform the competition: React to your market and innovate with technology you can rely on.
- Build a credible business case: Analytics to inform decision-making and a dynamic product catalogue keep you ahead of the game.

- Design the proposition you want: Connectivity, cloud storage, music streaming, group plans and international calls? No problem.
- All with transitional expertise: We'll take away the pain of migration, parallel operations of existing providers and onboarding.



We'll give you the commercial and technology flexibility to build meaningful new relationships with your customer communities and drive long-term value far beyond mobile. We bring you industry leading strategic and operational support and the honed experience of over 25 years at the cutting edge of our business. That's why we're chosen by the world's biggest service providers.

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