

Data Innovations That Drive ARPU, Increase Margin

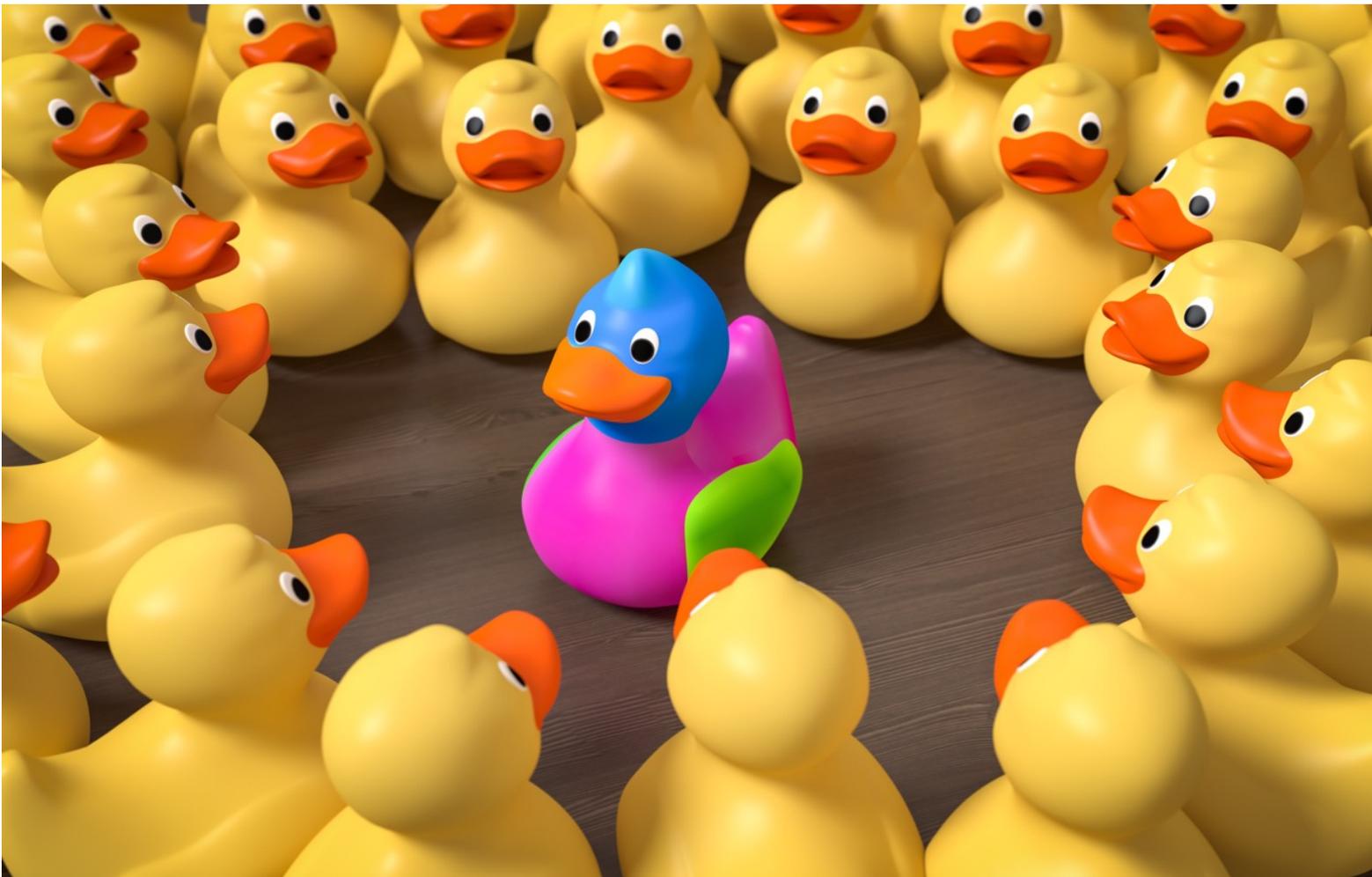
A MOBOLIZE SOLUTION SET

MOBOLIZE for MVNOs



MOBOLIZE

SEE > CONTROL > MONETIZE



Make data your difference

What differentiates your service?

Cost? Customer care? Market segmentation?

Really? As the mobile industry becomes increasingly commoditized, MVNOs around the world are challenged more than ever to stand out.

You need to deliver new forms of value to subscribers. Create unique experiences. All without decreasing margin.

And, a continuous-innovation strategy is imperative if you're going to stay ahead of market competitors and out-manuever the bigger copy-cat operators.

Creative data control and leverage can give you the advantage needed to stay ahead of the pack.

AT-A-GLANCE

Mobilize's mobile data orchestration enables all kinds of opportunities.

- Optimize wholesale data usage.
- Differentiate data plans to attract new users.
- Provide subscribers no-cost opportunities to earn additional mobile data.
- Deliver 'sticky' value to minimize churn.

The proof is in the numbers.

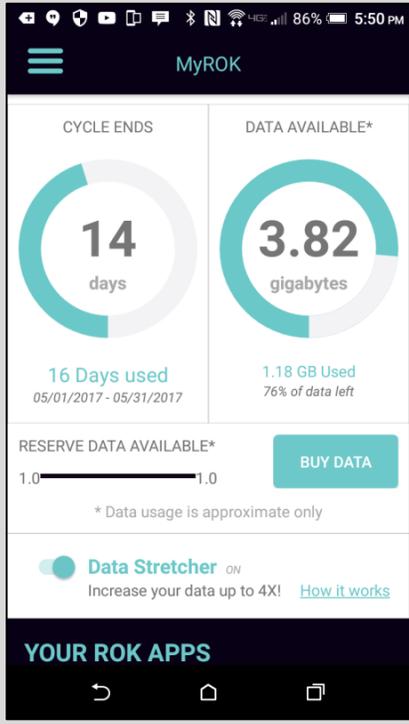
	Resolution	Bandwidth	2GB Data Plan
Without Mobolize	1080p	4.5 mbps	62 minutes of YouTube
With Mobolize	720p	2.1 mbps	136 minutes of YouTube
	480p	0.9 mbps	317 minutes of YouTube

Optimize Benefits for MVNOs.

- Gives operators an easy-to-deploy tool to manage costs on unlimited data plans, including time-based micro-data plans in emerging markets.
- Be a consumer champion by giving subscribers more for their money.
- Optimize from the device without the need to control nor integrate with the network.
- Pace adaptive video, including encrypted video like YouTube.
- Works on video apps and video websites, as well as embedded videos in any website.
- Enable end-users to control what and how data is optimized, avoiding network neutrality issues.
- Scales without limit, so operators don't need to keep expanding equipment and bandwidth costs as data usage continues to increase.

USE CASE

ROK Mobile differentiates with Data Stretcher.



The screenshot shows the MyROK mobile app interface. At the top, it displays 'MyROK' and a hamburger menu icon. Below this, there are two circular progress indicators: one for 'CYCLE ENDS' showing '14 days' with '16 Days used' (05/01/2017 - 05/31/2017) and another for 'DATA AVAILABLE*' showing '3.82 gigabytes' with '1.18 GB Used' (76% of data left). Below these, there is a 'RESERVE DATA AVAILABLE*' section with a slider from 1.0 to 1.0 and a 'BUY DATA' button. A note states '* Data usage is approximate only'. At the bottom, there is a 'Data Stretcher ON' toggle and a link to 'How it works'. The footer shows 'YOUR ROK APPS' and three navigation icons.



Security should be central to your service.

The Threat

With as many as 70% of users connecting to an unsecured Wi-Fi hotspot every week, mobile users are increasingly vulnerable to a wide range of threats, including the recent KRACK attack.

Give users the Wi-Fi security they need and expect on unsecured public hotspots.

- Automatic privacy protection that is easy to use.
- Secures unencrypted traffic to ensure data is never vulnerable.
- SmartVPN™ solution automatically turns itself on and off, and only encrypts what's not already encrypted – making it the most efficient solution on the market.

AT-A-GLANCE

- Increase ARPU – Wi-Fi security can be delivered as a subscription service, which is in great demand today.
- Bundled as a value-added service or as benefit of having the Care App, this solution can be monetized in alternative ways including acquisition, retention and data insight.
- Ensure security for offload to public Wi-Fi.
- As an optional added benefit, gain insight into mobile traffic that goes over Wi-Fi.



CASE STUDY

Create unique subscriber services

Challenge

Like many mobile operators, Sprint faces stiff competition to attract and retain new subscribers and retain existing customers. With networks and phones being roughly equal across most MNOs, and fierce price competition that continues to put downward pressure on average revenue per user (ARPU), Sprint seeks to find new ways to differentiate their services and increase revenue.

Solution

MOBOLIZE | Secure

To address this issue, Sprint – a Tier 1 US MNO – introduced the MOBOLIZE | Secure white-label application to seamlessly provide the much-needed protection when using Wi-Fi hotspots.

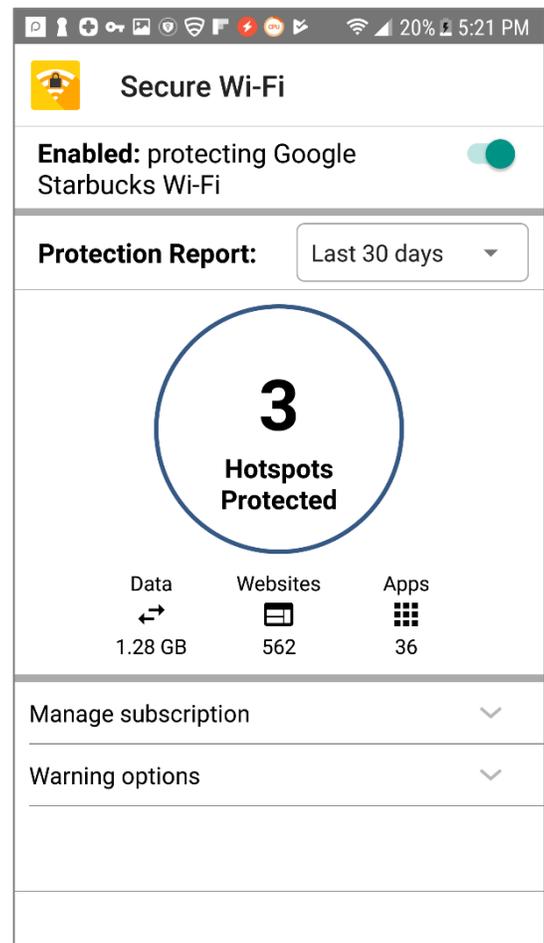
Mobilize's secure Wi-Fi solution, MOBOLIZE | Secure, is a SmartVPN™ application (app) that encrypts data on the phone and sends it to a global network of VPN servers when the user is on an unsecured Wi-Fi network. The app seamlessly protects user data from eavesdropping and theft when it sees the user encounter a public hotspot, providing:

- Increased VAS ARPU.
- Carrier billing integration.
- Contextual marketing engine.
- Enhanced customer satisfaction.
- Automatically activates when detecting unsecured Wi-Fi.

BUSINESS IMPACT

Providing unique value, increasing ARPU

- Promotes Sprint's concern for subscriber safety as brand benefit.
- Increase customer satisfaction.
- High CLV for subscription service.
- Differentiate Enterprise offer.





Delight customer by reducing their bill without impacting revenue.

Gone are the days when consuming more data always meant spending more money.

Mobilize enables users to earn top-up credits in exchange for participation in surveys, sweepstakes and downloading apps and games. This shifts payment for mobile services to brands versus consumers.

A win-win for everyone.

- MVNOs sell more data.
- *And gain a powerful tool for differentiating their service and reducing subscriber churn in highly-competitive markets.*
- Brands build awareness and get deeper insights into mobile consumers' needs and interests.
- Subscribers enjoy an easy way to offset their bill, improving customer satisfaction and enabling them to buy more data.

Earning Mobile Rewards is a new and more flexible approach to sponsored data. An advertiser pays for some of a user's mobile plan versus specific content that may or may not be of interest to subscribers.

Other benefits include:

- Earned revenue without investment requirements.
- Minimal to no integration required – dramatically speeding time-to-implementation.
- No daily operations required by carrier – all app support and management of Mobile Rewards marketplace provided by Mobilize and its partners.



BBM

CASE STUDY

Powering Subscriber Engagement & Loyalty

Challenges

Mobile operators face stiff competition to attract and retain customers. With networks and phones being roughly equal across most MNOs/MVNOs, and fierce price competition that continues to put downward pressure on average revenue per user (ARPU), operators must find new ways to differentiate and increase revenue.

- Plan limits – Hitting their mobile plan limits impacts subscribers' ability to stay engaged with the services they love (e.g. YouTube, Facebook, Netflix, etc.).
- Differentiation – Stand out from the crowd with new entrants and price pressure from competitors launching aggressive campaigns, capturing market share.
- ARPU & Margin Pressure – Provide users with greater utility and reasons to continue using operator services, maximizing Customer Lifetime Value (CLV).

Solution

MOBOLIZE | Rewards

BBM's strategy: Earned Data

BBM uses Mobile Rewards to enable the company to engage with subscribers in new and exciting ways, helping them reduce their bill while keeping the MNO/MVNO whole and ultimately increasing ARPU and CLV. MOBOLIZE | Reward enables mobile providers to deliver unique 'earned top-up' services that allow subscribers to reduce mobile expenses by taking surveys, entering sweepstakes or downloading applications.

Zero hassle advertiser engagement

With MOBOLIZE | Reward, carriers are freed from having to 'feed' the service with marketing content such as surveys, offers, sweepstakes, etc. Mobilize has partnered with the industry leader in loyalty solutions to deliver a fully-managed solution that directly engages with brands and advertising agencies to populate a database of offers.

Power next-gen loyalty programs

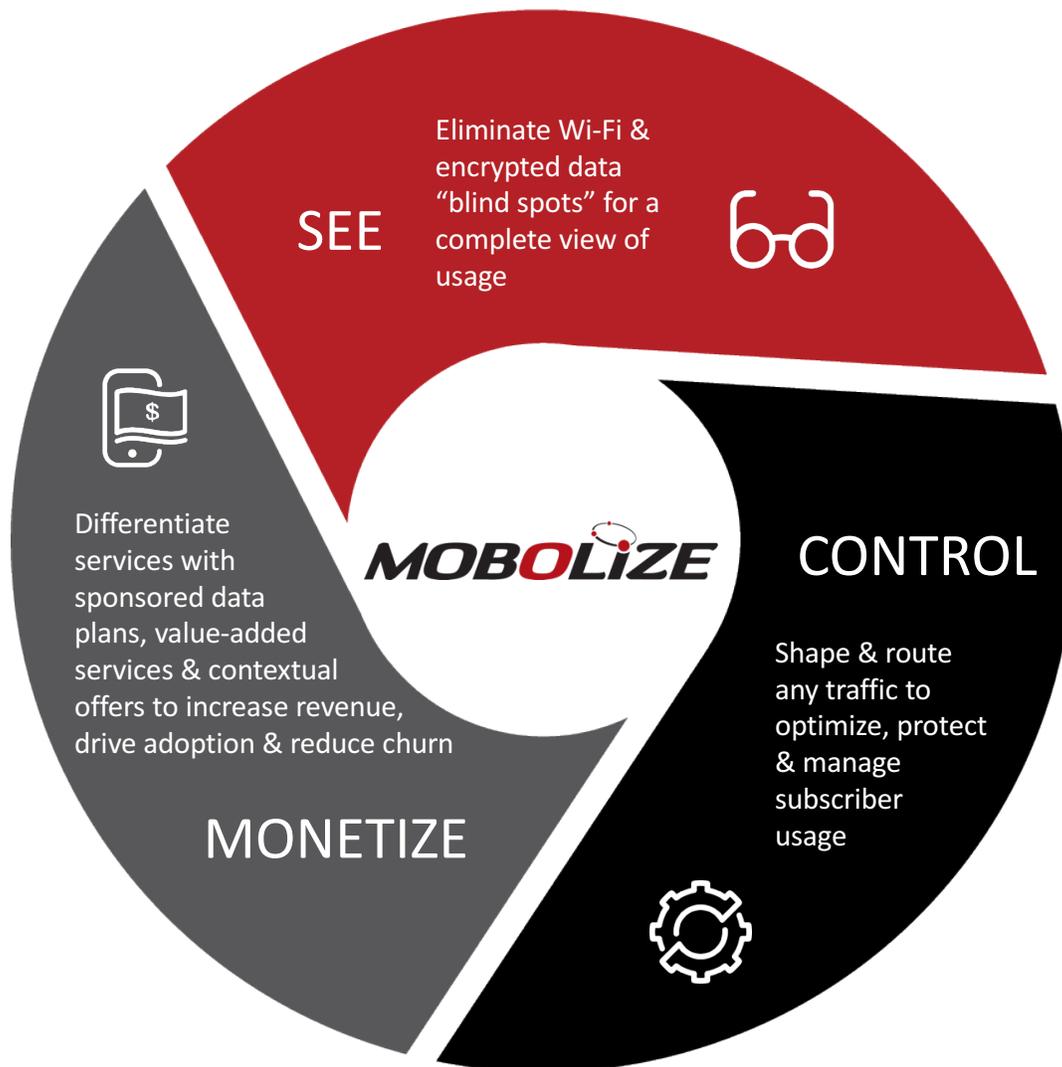
MOBOLIZE | Reward solution is improving and differentiating the value of carrier loyalty programs – connecting them with brands and offers that deliver strong customer engagement. Additionally, the ability to incorporate other Mobilize data orchestration capabilities into solutions gives subscribers more reasons to download carriers' branded Care and Rewards app.

BUSINESS IMPACT

Key performance indicators include:

- **20%** monthly engagement rate.
- **18%** week-over-week growth in users.
- **28%** return rate of existing users to earn more credits.

About Mobolize



Mobolize's on-device software enables mobile providers to See, Control and Monetize data on any cellular or Wi-Fi network. Mobile Network Operators (MNOs), Mobile Virtual Network Operators (MVNOs) and app providers use Mobolize's mobile data orchestration solutions to enhance customer engagement and increase revenue – driving Customer Lifetime Value (CLV) and Net Promoter Score (NPS).

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