

## MOBOLIZE | Sponsor

### Flexible Implementation of Sponsored Data Plans

#### Business Case

- ❖ Fast time to market with no network hardware or software
- ❖ Greater flexibility – doesn't require special apps or websites, works transparently
- ❖ Greater control – gives mobile operators more control over their sponsored data programs

#### Background

Mobile network operators in mature markets continue to face headwinds as their ARPU slips due to high pressure on prices and fierce competition in a saturated market. Meanwhile, mobile operators in emerging markets are challenged to get their voice/text subscribers to start using mobile data to access fun and useful content over the Internet. Mobile data is often too expensive for users, so operators need to be creative in making it affordable.

#### Opportunity

In sponsored data programs, operators find an entity, usually a brand, to pay for the cost of mobile data for some or all data usage. By offering sponsored data plans, the mobile operator differentiates itself from competitors by offering subscribers free ways to access the Internet.

#### The Challenges

One technical challenge is implementing logic in the network to zero-rate the user data that is being sponsored. New solution providers have emerged to help mobile operators implement in-network zero-rating solutions, but these zero-rating solutions are big and expensive, and slow to deploy.

#### Solution: MOBOLIZE | Sponsor

MOBOLIZE | Sponsor offers operators key technology that enables an alternative approach to implementing sponsored data and zero-rated programs.

MOBOLIZE | Sponsor combines unique on-device software to see and control all data, to re-direct data that is to be zero-rated to either Mobolize's backend or a specified mobile operator backend. By eliminating the need for network service hardware, Mobolize's position on the device lets it provide:

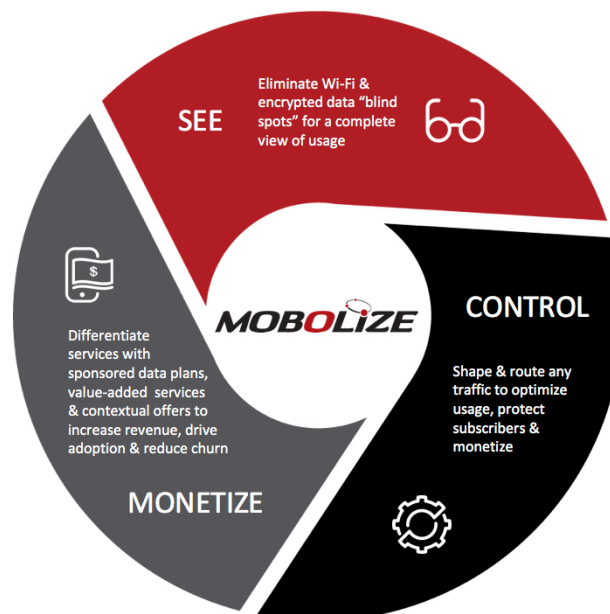
- Deep packet inspection plus patented ZeroRouting™ of data, right on the device
- True app-level traffic detection (compared to network solutions which can only infer some traffic)
- Extensibility to any program, app, or website.

MOBOLIZE | Sponsor provides an SDK so its capabilities can be embedded in any other mobile app, such as an operator's customer care app, or a mobile offers app. Tying the availability of sponsored data to a customer care app leads to much higher rates of app download and use because it provides a direct monetary incentive to users.

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## Results

- **Fast time-to-market** – phone-based app, with no network hardware or software, is deployed over the air and inexpensively, so increased revenues are profitable
- **Greater flexibility** – doesn't require special apps or websites; and works transparently to the data being sponsored
- **Greater control** – gives mobile operators more flexibility to quickly update their sponsored data programs as markets change



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## About Mobolize

Mobolize's software enables telecommunications operators to See, Control and Monetize all the data on users' mobile devices on any cellular or Wi-Fi network. Mobile Network Operators (MNOs), Mobile Virtual Network Operators (MVNOs), and third-party developers use Mobolize's mobile data orchestration solutions to enhance customer experience and increase revenue.

## Corporate Headquarters

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