Recharge Everywhere
Agenda

• Recharge Everywhere
• Who is EDCH?
Recharge Everywhere
Challenge: Diminishing Roaming Revenue

Market Status

- Local SIM Cards
- Dual SIM Mobile Handsets
- Wi-Fi and Applications
- Limited Options to recharge while roaming
- Local recharge cards are available anywhere in the visited country
- More data demand and lower ARPU
- Recapture silent roamers travelling abroad

Opportunities

- To deliver effective roaming customer acquisition and retention tool
- Encourage Roaming Usage and boost roaming revenue
- To differentiate from competition
Why Recharge Everywhere?

• Enables effective & efficient recharge options while roaming
• Subscribers stay connected through seamless, user friendly experience
• Real pay-as-you go roaming experience
• No more worries of running low on or out of credit
• No need for temporary SIMs or switching networks
• Competitive advantage
What is Recharge Everywhere?

• **Overall Concept**
  • The intent is to deploy a borderless recharge network across partner OpCos which will enable customers to enjoy uninterrupted roaming services.
  • The customers will be treated as “virtual” local customers of the visited network in terms of recharge, while retaining their home network recharge flexibility.

• **Target Market**
  • Pre-paid Customers
  • Active Roamers
  • Cross-border travelers
  • Expats or Overseas workers
Benefits Snapshot

For Subscribers

• User Friendly Experience
  • Recharge with local scratch cards available anywhere
  • No registration
  • No special scratch card
• Cost Effective Solution
  • No roaming or international access deposit
  • No temporary SIM
• Local Customer Support (visited network)

For Mobile Operators

• Delivering products meaningful and relevant to target market segments
• Increased revenue from prepaid roamers
• Differentiation from competitors
• Drive customer acquisition / retention
• Increase brand loyalty
• Expand business with mobile operators
• Easy to integrate
• Cost Efficient Solution
## Added Revenue, Minimal Cost

### Revenue
- Increased inbound and outbound prepaid roaming revenue
- Share of FX ‘spread’ on the top-up charges
- Share of customer-facing recharge transaction fee (optional)

### Cost
- No upfront costs*
- Minimal technical support fees & reasonable minimum transaction commitment
- Marketing costs (BTL) to promote feature

* If directly connected to MNO, mediation platform based on industry standard APIs
The Growing Network

Members

- UAE
- KSA
- Egypt

Ongoing Integration

- Kuwait
- Bahrain
- Jordan
- Lebanon
- Iraq
- Pakistan
- Afghanistan
- Nigeria
- Malaysia
- Sudan
Service Description

EDCH Connected Commerce Hub

Operator A
Roamer
Local Recharge

I need to recharge!

Operator B
**Service Description**

**Operator A**
- Charging System
- Voucher System
- SMSC
- USSD

**Operator B**
- Charging System
- Voucher System
- SMSC
- USSD

**Cuurrency Exchange**

**Local Recharge**

**Roamer**

**Home Balance**

**EDCH Connected Commerce Hub**

**CONTRACT**
- Fees: $%
- Commission: $%
- Taxes: $%

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Service Description

Operator A
- Charging System
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- USSD
- Local Recharge
- Roamer

SDR Currency Exchange
- Currency A

Operator B
- Charging System
- Voucher System
- SMSC
- USSD
- Home Balance

EDCH Connected Commerce Hub

CONTRACT
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<th>Fees</th>
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<td>Commission</td>
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EDCH
Connected Commerce Hub

Charging System
Voucher System
SMSC
USSD

Operator A

Local Recharge
Roamer

Charging System
Voucher System
SMSC
USSD

Operator B

Home Balance

Currency A
Currency B
USSD User Experience

Dial *134#

Enter Voucher Code
12345678901234

Your request is being processed

You have successfully recharged 25 SAR receiving 24 AED

Receive Confirmation
Technical Architecture

Operator A
- SMSC
- USSD
- IN
- Middleware*

EDCH Hub
- GATEWAY
- DATABASE
-/Admin Web Server
- Operator Web Server
- HTTPS

Operator B
- GATEWAY
- SMPP
- XML
- SOAP
- REST
- HTTPS

Operator C
- GATEWAY
- SMPP
- XML
- SOAP
- REST
- HTTPS

*direct connectivity / without middleware available
Eligibility

• All Hub integrated Operator customers are eligible to avail the Recharge Everywhere service

• The service is available to all pre-paid roamers. While recharging his account, the roamer does not necessarily need to be connected to Operator’s network. A generic message will be communicated to the customers, that access to the service cannot be guaranteed except on Hub footprint.

• The Pre-requisite is to have the recharge voucher available in countries of the EDCCH’s Hub footprint. Recharge Everywhere only applies to:
  • Voucher / Scratch card
  • E-Voucher
  • eTopup support
Intra Operator Settlements

- EDCH Financial clearing services are integrated within the Hub and provide the choice for the Operators to subscribe for the intra-operator settlements.

- The credit value the roamer will receive is equivalent to:
  - (Card Face value – Visited Country VAT – Subscriber (Operator) fee) * Currency Exchange

- VAT is applicable if:
  - The visited country applies VAT
  - The customer did not pay for the VAT upfront when purchasing the voucher.

- The visited operator will settle with the home operator the equivalent of:
  - ((Card Face Value – Visited Country VAT – Subscriber fee) – Visited Operator voucher Distribution Commission)

- To maintain a competitive service, it is advised that customers should not be charged any subscriber fees.

- The home and visited operator will settle the amounts between on a monthly basis. The operator will subscribe to financial clearing services of EDCH to manage this process.
Reports

- As part of the reports and statistics, the following reports are available:
  - No. of transactions per MSISDN
  - No. of transactions per day / month for a given operator
  - Tax reports
  - No. of distinct subscribers under each category
  - List of the top destinations, against each operator:
    - in terms of inflow/outflow of airtime/money
    - in terms of highest no. of subscribers (using the service)
  - MSISDN list:
    - against each transaction type
    - against each operator wise (who were on roaming and used the service)
    - blacklist / white list
  - No. of successful / unsuccessful transactions
  - Reasons for the transaction failures
  - Average transaction amount (against the transaction type)
  - Average transaction volume (against the transaction type)
Client & Subscriber Support

• Client support for Recharge Everywhere is provided by EDCH for technical and intra operator settlement concerns.

• In case of any issue related to the recharge, subscribers can contact the local (visited network) support center staff.
## Integration Plan

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<th>No.</th>
<th>Description</th>
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Pricing Model

- EDCH can offer the following flexible pricing options to Clients:
  - CAPEX and OPEX pricing model
    - Software license, Service charge, Agreement management, Connectivity, Training, Support, Warranty
  - Pay as you grow
    - Software license, Service charge, Agreement management, Connectivity, Training, Support, Warranty
Who is EDCH?
About EDCH

• Established in 1994
• Headquartered in the United Arab Emirates (Dubai and Abu Dhabi)
• Over 20 years of experience in the GSMA Industry
• Successfully serving many leading operators in Middle East, Africa, Asia and Europe
• EDCH offers comprehensive roaming solutions specifically Data Clearing, Financial Clearing, Revenue Assurance, Value Added Services, Mobile Money Hub and other customized solutions.
Mission & Vision

Mission
Our Mission is to be a single source to our clients and to provide one solution to all their roaming needs in a reliable, responsible and efficient manner that will meet and exceed their expectations.

Vision
Our Vision is to be the globally preferred supplier of roaming & telecom relationship services by 2020.
EDCH Service Portfolio

**Data Clearing**
- File Transfer
- Data Pulling
- TAP Handling
- RAP Handling
- CDR Conversion
- TAP Conversion
- TAP Auto Removal
- TAP Out Recovery
- TAP Correction

**Financial Clearing**
- Invoicing and Reconciliation
- Roaming Settlement
- Reporting
- Follow Up
- Debt Recovery
- VAS

**Revenue Assurance**
- Fraud HUR
- NRTRDE
- IOT Check

**Value Added Services**
- RAEX/RAEX IR.21
- Roaming Negotiation
- SIM Watch
- EDCH Reports Package
- Training
- Predictive Analytics
- Mobile Money
- Roaming Replicator
- Signaling
- GRX
- sGate Solution
- Tax Recovery
Thank You