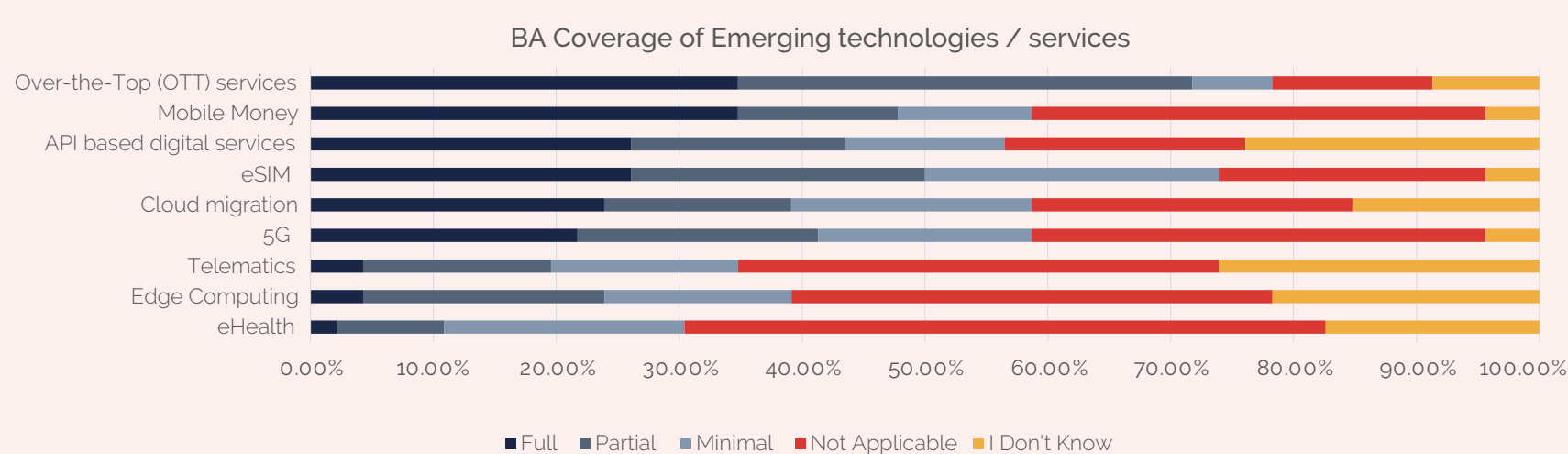


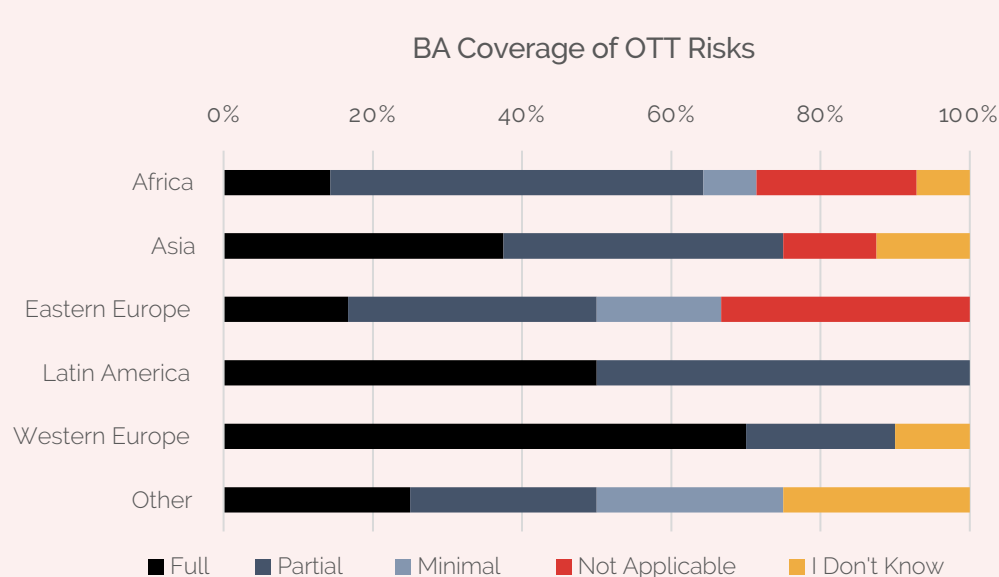
Telecoms and OTT Partnerships: Business Assurance for improved profitability

Increasing role of Revenue Assurance for rising Telco – OTT partnerships

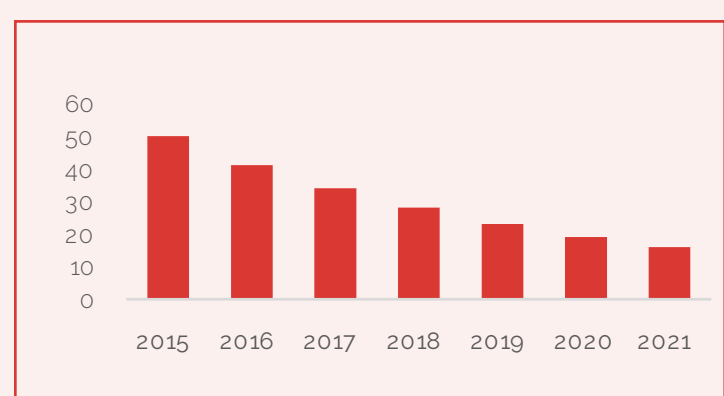
As per TMForum, OTT partnership is the top risk leading to revenue leakage for telcos across the Globe that needs enhanced Assurance coverage.



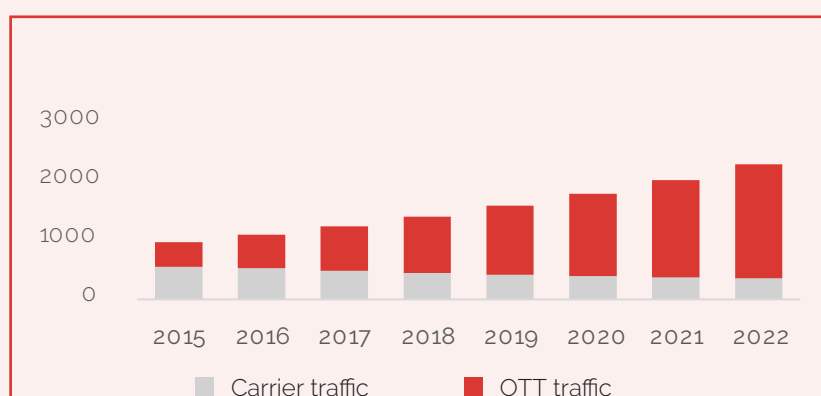
Telecoms across the globe have enhanced their Business Assurance coverage for OTT partnerships.



Reducing role of Telecoms for Messaging and International voice traffic



Mobile messaging revenue worldwide by carrier standard from 2015 to 2021 (in billion U.S. dollars) ITU 2022



International Voice traffic (Billion of minutes), Telegraphy 2022

Risks in Telecom and OTT Partnerships

Risks for Telecoms	Risks for OTT
Exclusivity	Clarity in offerings
Attributing KPIs	Competition
Payment issues	Settlements
Tech & Integration	Integration
Customer support	Customer Support
Service Assurance	Service Assurance

Business Assurance framework in Telco OTT partnerships

 API-based data ingestion	 Data Volumes	 Real-time data processing	 Analytics integration	 Predictive assurance
 QoE assurance	 AI/ML	 Actioning framework	 Security	 Complex partners ecosystem

Benefits for Telcos

 Enhanced Customer Experience	 Reduced third party settlement disputes
 Profitable decision making with monthly reporting	 Actionable insights to understand traffic and bill trend variance