

How will Tech Mahindra help you address
your business priorities?
Explore cutting edge solution demonstrations at

Mobile World Congress 2019

netOps.ai – Network Automation &
Managed Services Solution

Tech Mahindra Demo Room - Hall 2.1 | Executive Meeting Room C14Ex

Intel Booth - Hall 3, 3E31

Hyper-local ad insertion into
a video stream enabled through MEC

HPE Booth - Hall 3, 3E11

5G Network Slice Orchestration with OSM

GSMA Innovation City – Hall 4, 4A30

Telefonica Booth, 'Agora' Zone, 25 Feb, 11:30 – 12:15 – Hall 3, 3K31

Tech Mahindra & InMobi - first full-stack,
transparent, programmatic, fully automated mobile
media platform for Telecom & Media

Tech Mahindra Demo Room - Hall 2.1 | Executive Meeting Room C14Ex

Omni Channel Experience (Omni-T)

Tech Mahindra Demo Room - Hall 2.1 | Executive Meeting Room C14Ex

Experience performance Platform (EPP)

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Omni-Channel, multi-play Commerce Experience

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NETWORK SERVICES

netOps.ai – Network Automation & Managed Services Solution

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Intel Booth - Hall 3, 3E31

BUSINESS CHALLENGES

- Vendor lock-in
- Slow pace of innovation
- Limited Service Set limiting revenue growth
- Ultra High Cost for New Service Introduction
- Network CapEx and OpEx too high. Lower cost-per-bit

VALUE PROPOSITION

- NetDevOps Framework
- Automating CI/CD Pipeline
- Auto-scaling and Self-healing Networks
- Accelerating innovation in multi-vendor environment
- Rapid New Service Introduction
- Address new market opportunities. Drive Growth
- Accelerating 5G's Time to Market
- Automation first. Lowering OpEx

BUSINESS BENEFITS

- 5G: Dynamically Sliced, Differentially Priced
- Discerning Digital Dividend
- Accelerating pace of innovation
- Differentiated Services, New Revenue Streams
- Vibrant multi-vendor supply chain. Best-of-breed solutions

For more details: Manish Singh (MS00365669@TechMahindra.com)

Hyper-local ad insertion into a video stream enabled through MEC

HPE Booth - Hall 3, 3E11

BUSINESS CHALLENGES

- OTT providers garnering major application revenues; Carriers managing with subscription revenues
- Carriers looking for applications that can help monetize their investments into 4G today and 5G in the near future
- Latency a huge issue for next generation application burst
- IoT and M2M communications requiring ultra-low latency

VALUE PROPOSITION

- One stop E2E Multi-media Edge computing (MEC) solution – Hardware tuned for edge compute (HP EL 8000 series), MEC platform and Business applications and managed services
- Ready to deploy revenue generating business applications to drive Carrier revenues today with their 4G infrastructure – Carriers push advertisement from the edge based on location / context awareness
- Opens up several avenues for additional revenues to Carriers in collaboration with Enterprises

BUSINESS BENEFITS

- MEC enables Carriers and enterprises to work together and share revenues e.g. Hyper-local advertisements delivered from Edge, opens up new monetization opportunities for operators by sharing revenues with ecosystem.
- Carriers can monetize their existing investments made into distributed NFV infrastructure, by providing access to IT-like infrastructure and radio network conditions to OTT players
- By providing a 5G-like experience today with the 4G infrastructure, Carriers can reduce customer churn
- Big saving to carriers on backhaul capacity

For more details: Balakrishnan K (Balakrishnan.k@TechMahindra.com)

NETWORK SERVICES

5G Network Slice Orchestration with OSM

GSMA Innovation City – Hall 4, 4A30

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BUSINESS CHALLENGES

- Vendor lock-in
- Ever emerging standards
- 5G readiness

VALUE PROPOSITION



- End-to-end orchestration
- Open source with huge community support
- Beyond virtual domains, across transport networks: as well as physical and hybrid network elements

BUSINESS BENEFITS



- Micro service based architecture
- Easy integration with non-MANO components
- Large & mature ecosystem includes consulting, integration and training providers

For more details: Jayant Balraj Madavi (JM00553988@techmahindra.com)

MEDIA AND ENTERTAINMENT

Tech Mahindra & InMobi - first full-stack, transparent, programmatic, fully automated mobile media platform for Telecom & Media

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BUSINESS CHALLENGES

- Global Telcos, Media & Fortune 500 enterprises want to achieve growth by using platforms that deliver performance at scale, with NO compromise over control, transparency or trust.
- Today there are growing customer concerns around controlling and owning all end-customer data.
- There is no End-to-End ad-tech stack available to address the issue of performance at scale, with full-control and transparency.

VALUE PROPOSITION



- Tech Mahindra is bringing a cloud-native, end-to-end ad-tech stack for Fortune 500 Enterprise Marketers and Marketing Agencies, built on InMobi DSP; and for Publishers and Publishing houses, built on InMobi SSP.
- InMobi DSP is a mobile-first advertising platform offering a transparent, fully automated/programmatic way to reach global users at scale. It offers customizable marketing strategies and custom-bidder capabilities to achieve business objectives.
- InMobi SSP is a mobile-first ad-based programmatic monetization platform for publishers.

BUSINESS BENEFITS



- With the DSP, Enterprise Marketers and Marketing Agencies can in-source their entire growth and growth marketing operation and gain back full control and transparency at a fraction of the operational effort and cost. Marketers can define specific business goals and achieve them seamlessly. Additionally, the Tech Mahindra/InMobi in-house trading desk is available to deliver expertise and scale operations to achieve these goals.
- Additionally with InMobi's in-house SSP, Publishers can out-source the end-to-end build-out and integration of their ad monetization stack so that they can focus on their users.

For more details: Unmesh Khadilkar (unmesh.khadilkar@techmahindra.com)

CUSTOMER EXPERIENCE

Omni Channel Experience (Omni-T)

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BUSINESS CHALLENGES

Accelerator tools

VALUE PROPOSITION

- Validated roadmap for delivery

BUSINESS BENEFITS

- Accelerate Omni-channel telco projects through the basics- using knowledge we have gained over research and work to form and guide transformation across an organization

Experience Performance Platform (EPP)

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BUSINESS CHALLENGES

Improving Customer Satisfaction, increasing revenues and creating operational efficiency

VALUE PROPOSITION

- Revenue and NPS predictive platform

BUSINESS BENEFITS

- Compare business performance to our vertical specific index to understand gaps and opportunities for improvement which help drive the main business objectives for Telcos.

For more details: Jason Greenspan (Jason.greenspan@thebioagency.com)

4

Omni-Channel, multi-play Commerce Experience

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BUSINESS CHALLENGES

- Frustrating inconsistent customer experience across channels
- Distributed and inconsistent customer data across IT backend systems
- Inconsistent product offerings and sales process across different channels
- No transparency of customer activities across channels
- Inability to offer bundles and packages across lines of business
- Long time-to-market and high costs for launch of new products
- Lack of end-to-end view of customer process from sales to delivery of goods and services

VALUE PROPOSITION

- Fast rollout for quick business benefits (< 100 days)
- Independent of underlying IT / BSS / OSS / CRM backend system
- Personalized product offerings based on complete view on customer profile
- Flexible rollout across lines-of-business and channels to optimize Rol

BUSINESS BENEFITS

- Increased Sales Conversion Rate
- Improved Customer Experience
- Reduced Average Handling Time in assisted channels
- Reduced Order fallout and error rate
- Reduced time-to-market for new offers

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