MCE.

Digital-first Device Lifecycle Management

GSMA Showcase Live #6 – Data for Device Life Cycle Management

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MCE. Mobilizing Customer Experiences

MCE’s digital-first DLM changes the game by improving both NPS and Margins

17 Years
Founded in 2005; owned and operated by its management and employees

8 Offices
Headquartered in Tel-Aviv, Israel, with local offices across 8 Countries

80+ Customers
80 Telco’s and partners across 25 countries rely use our solutions daily

400M Devices
400 million devices concurrently served across 4 continents

Achieved Industry Firsts

2005
Device Recognition

2016
End-to-End DLM Support

2019
Digital-First Trade-In

2022
AI-led dDLM Platform

Technology Recognitions

ironSource

CIO Review

FinTech
A great digital-first Device Lifecycle Management (dDLM) experience is hard to design.
DLM is not working... trade-in has bias, inconsistency and waste

**TRADE-IN INSIGHTS**

**CONVENIENCE**

53%
Expect trade-ins to require an in-store visit

“I almost walked out without getting a new phone.”

**SPEED**

42%
Said the process took longer than half an hour

“Prices kept changing.”

9%
Switched carriers due to trade-in process

“It was a painful ordeal”

18%
Had to file a complaint during the process

24%
Called multiple times to get assistance during the trade-in process

**ROOT CAUSES**

No remote intelligence

Nothing is connected, different experience across channels

No history awareness leading to repeating steps

* MCE Trade In Research: U.S. Topline Report
Technology and data transforms DLM into digital-first DLM

MCE Technology Differentiators
- Remote intelligence put into customers’ and frontline’s hands
- Omni-channel consistency and connectivity
- History awareness to remove repetition
- Removing bias, inconsistency and waste

EBITDA
- 3-5% EBITDA increase

Customer satisfaction
- Higher loyalty and NPS at the same time (up to 20% pts)

Sustainability (ESG)
- Up to 48k metric tons less CO₂ per 1m reused devices

Competitive differentiation
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Sustainability (ESG)
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dDLM technology delivers on customer demands to make trade-in the way it should be

- Price guarantee and credit on next bill
- Transfer my data and wipe old phone
- 3 minutes invested – done!
- Start, Stop, Resume anywhere

**MCE Trade-in 2.0**
How likely would you be to trade in your old phone using this process?

- Much more likely: 38%
- More likely: 75%
We augment our technology with **GSMA Device Check data** for a smooth onboarding without surprises.

GSMA data used in MCE trade-in 2.0 to protect operators from fraud and liability by identifying:

- Illicit devices
- Reported devices
- Devices not with their rightful owner
- Unapproved devices
We meet you where you are in your digital transformation (DT)

From the ground up: designing disruptive DT together

Meet you where you are: accelerating existing DT

“Digital decoupling” front-end from back-end

Digital transformation team

+ Device Trade-in
+ Onboarding
+ Device Care