

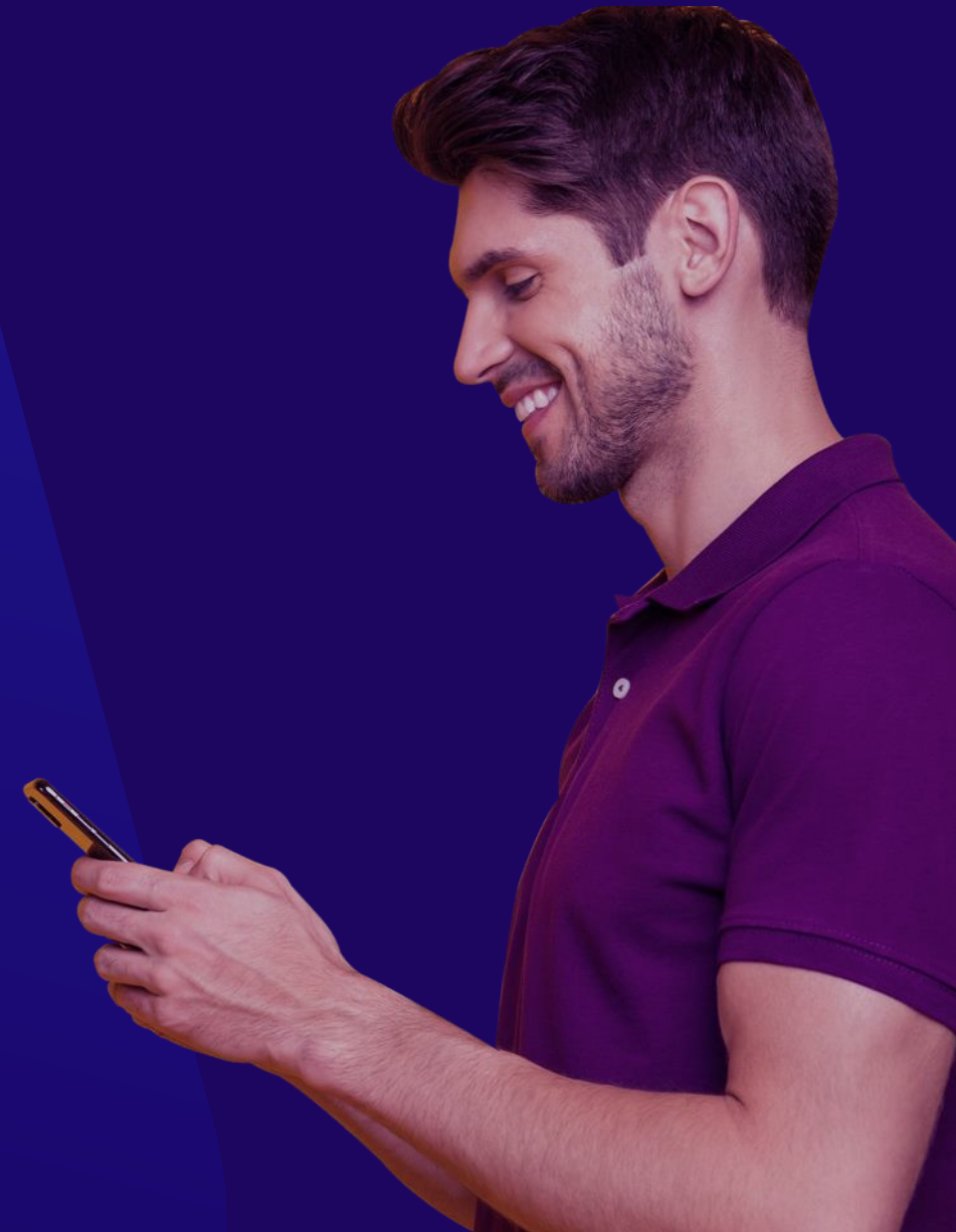
MCE. Digital-first Device Lifecycle Management

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



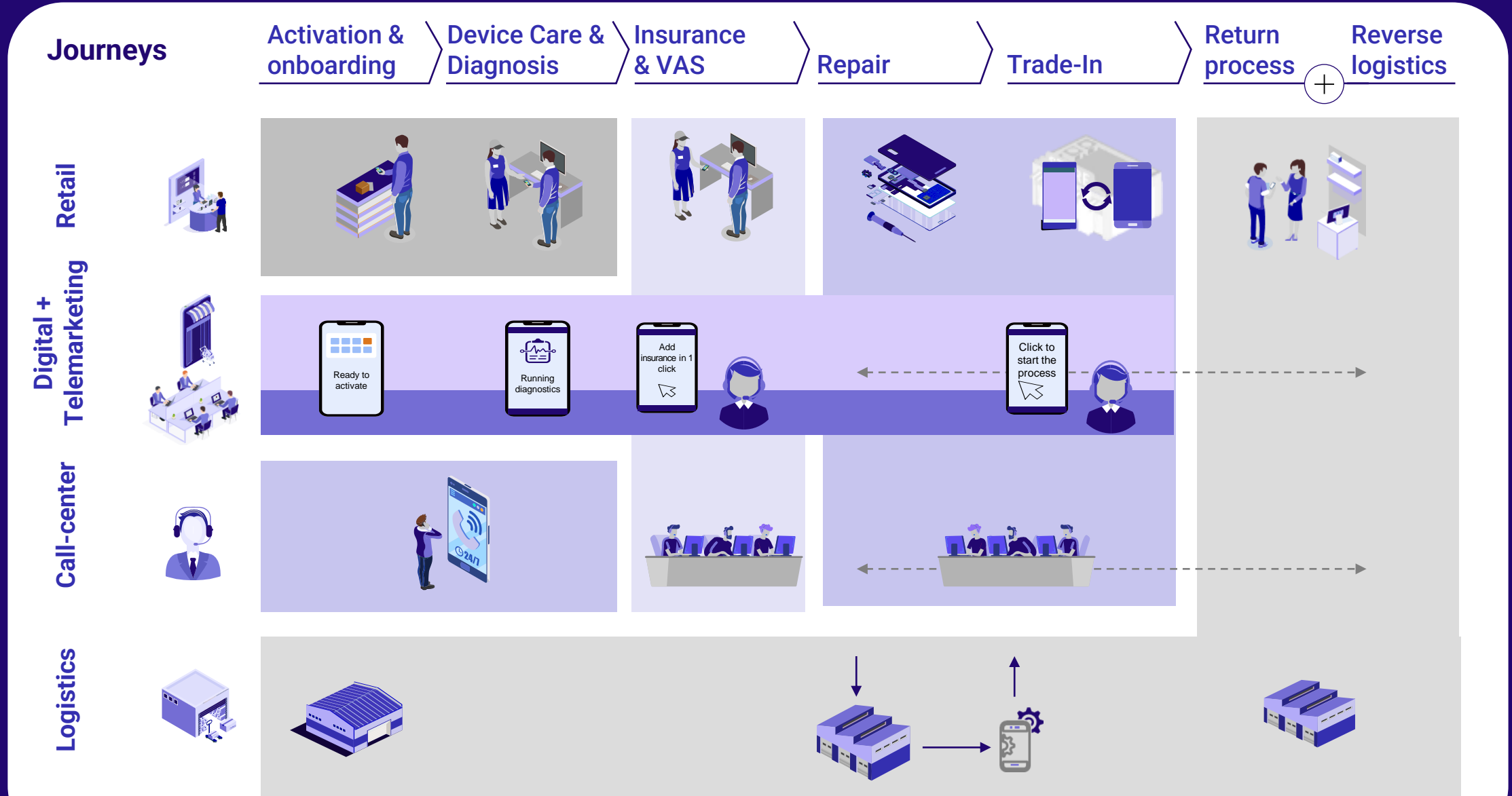
2022

AI-led dDLM Platform

Technology Recognitions



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

1 in 3 consumers

- Had to restart again in store, after starting online
- Price was changed after phone was inspected

"I almost walked out without getting a new phone."

SPEED

42%

Said the process took longer than half an hour

"Prices kept changing."

18%

Had to file a complaint during the process

9%

Switched carriers due to trade-in process

"It was a painful ordeal"

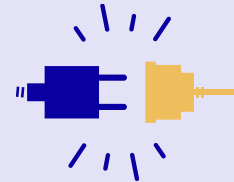
24%

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

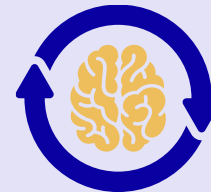
ROOT CAUSES



No remote intelligence



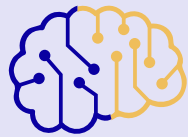
Nothing is connected, different experience across channels



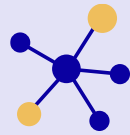
No history awareness leading to repeating steps

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



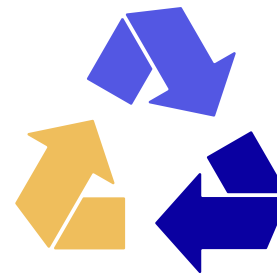
3-5 % EBITDA increase

Customer satisfaction



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

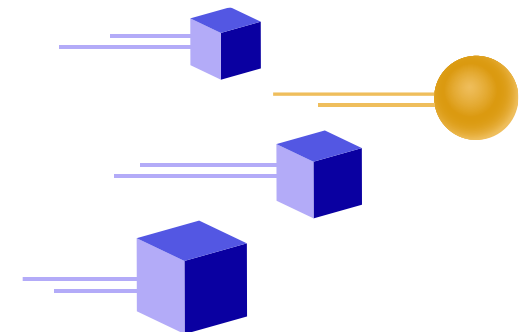
Sustainability (ESG)



Up to 48k metric tons less CO₂ per 1m reused devices



Competitive differentiation



dDLM technology delivers on customer demands to make trade-in the way it should be



Price guarantee and credit on next bill



3 minutes invested – done!



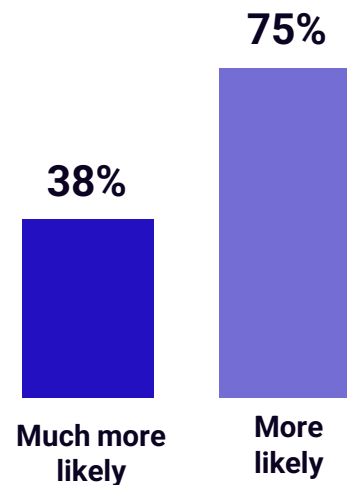
Transfer my data and wipe old phone



Start, Stop, Resume anywhere

MCE Trade-in 2.0

How likely would you be to trade in your old phone using this process?



We augment our technology with **GSMA Device Check data** for a smooth onboarding without surprises

GSMA™

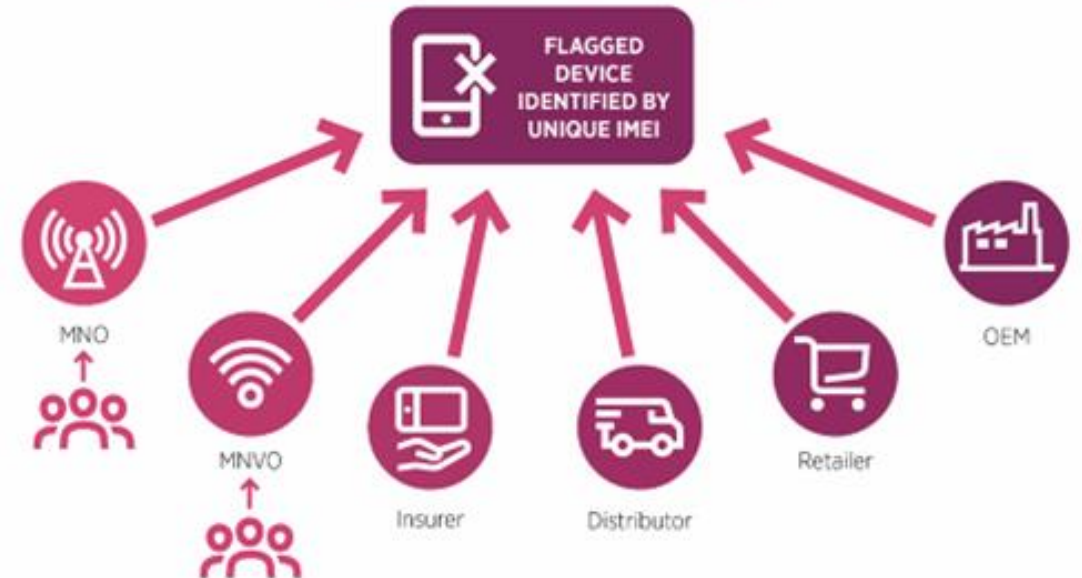
GSMA data used in MCE trade-in 2.0 to protect operators from fraud and liability by identifying:

- Illicit devices
- Reported devices
- Devices not with their rightful owner
- Unapproved devices

EXCHANGING DEVICE STATUS INFORMATION ACROSS THE GLOBAL ECOSYSTEM TO DETER DEVICE CRIME



GSMA DEVICE REGISTRY



We meet you where you are in your **digital transformation (DT)**



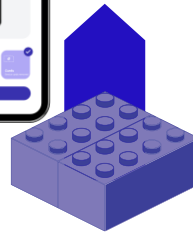
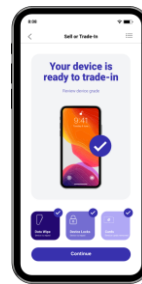
From the ground up: designing disruptive DT together

Meet you where you are: accelerating existing DT

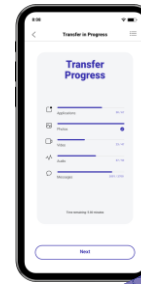
"Digital decoupling" front-end from back-end



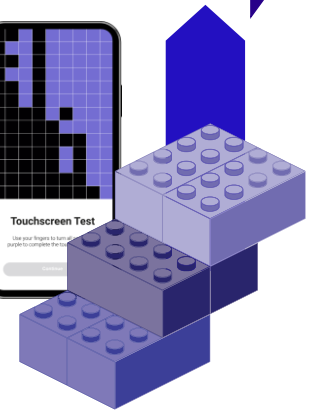
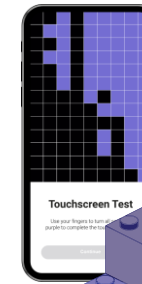
Digital transformation team



+ Device Trade-in



+ Onboarding



+ Device Care