

GSMA



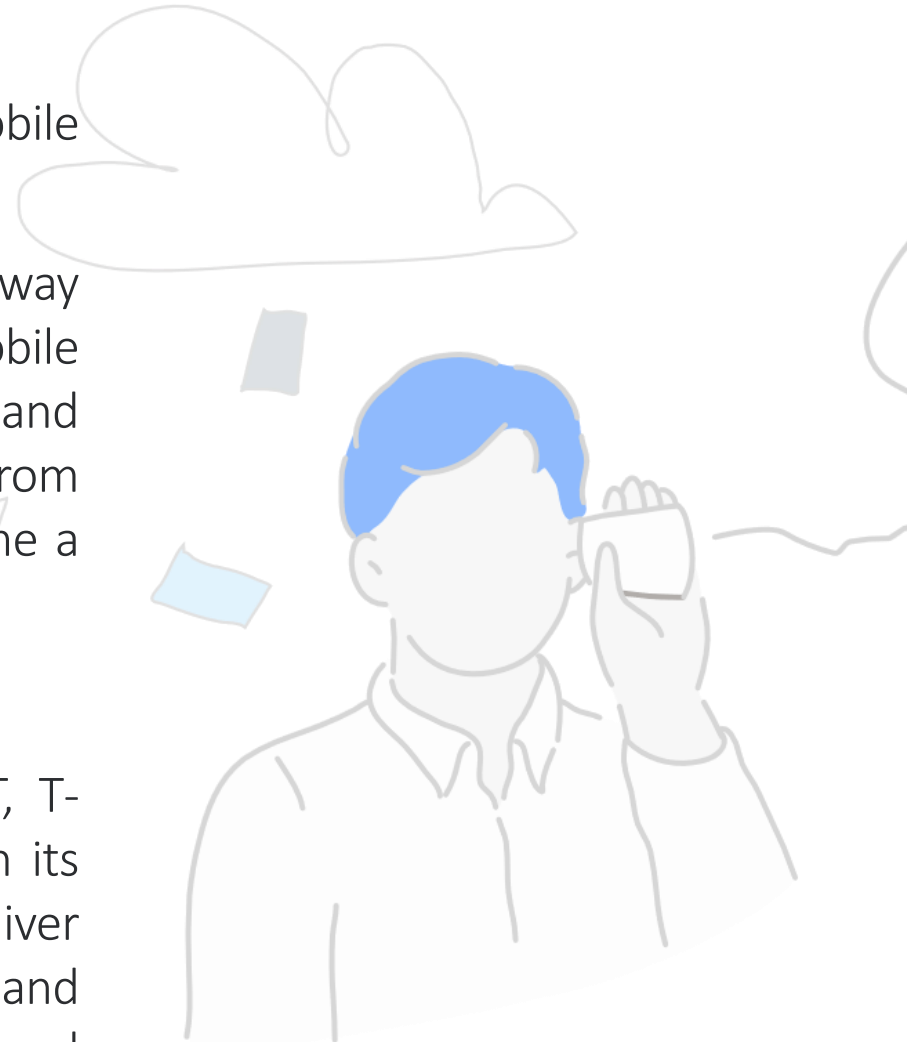
Why device connectivity depends on network settings

Kevin Haddad

Company Overview

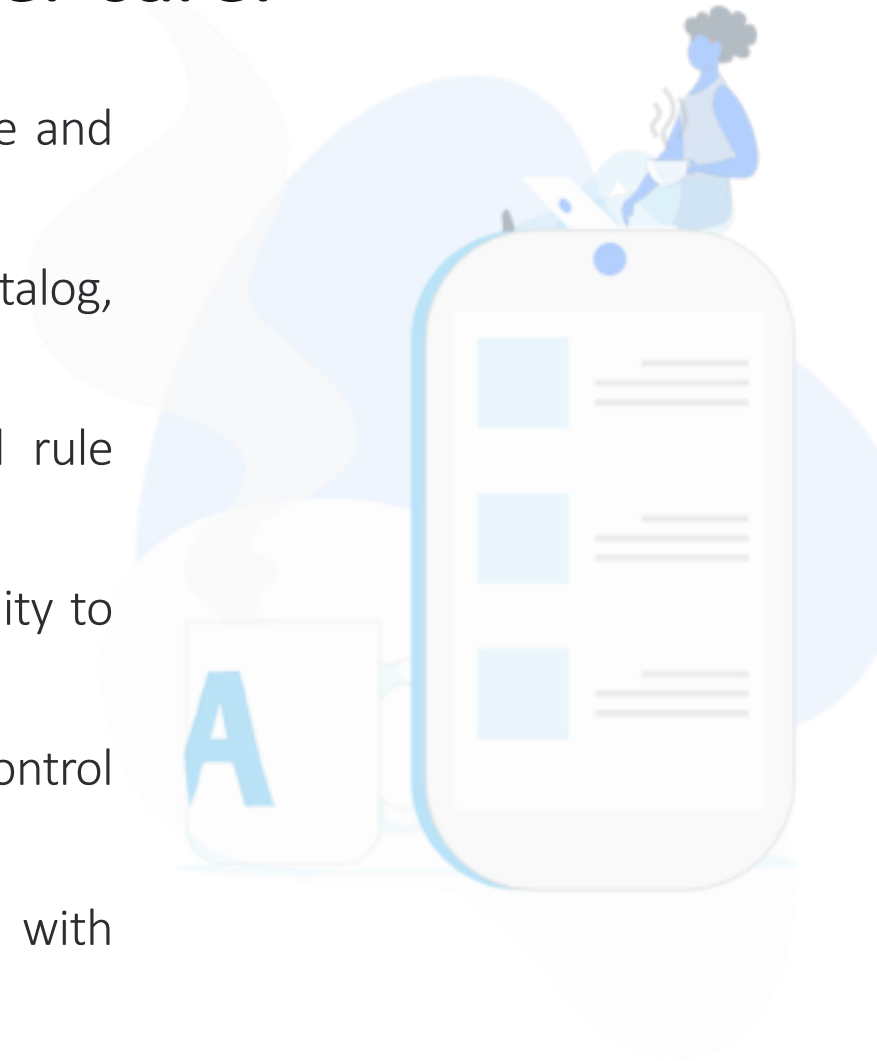
Introduction

- ✓ Privately held Ztar Mobile is the leading US enabler of private label mobile service and private label wireless solutions
- ✓ We're a company of go-getters and builders. We're innovating the way people and businesses buy wireless. We bring over 20 years of global mobile solution experience to every partnership, enabling our clients to create and deliver intuitively seamless mobile experiences for their customers from private label cell phone programs, m-commerce to IoT services to name a few
- ✓ We have launched numerous private label brands for our retail partners
- ✓ Ztar Mobile partners with leading wireless operators including AT&T, T-Mobile, Rogers Wireless, and device manufacturers and distributors in its operating markets. These partnerships allow Ztar Mobile to deliver complete outsourced wireless solutions, from service creation to billing and customer care as well as a wide range of Managed Services and Professional Services



“We provide **complete outsourced wireless solutions**, from service creation to billing and customer care.”

- ✓ Our Digital Platform is cloud based, flexible, real-time, modular, scalable and open stack system using industry standards and protocols
- ✓ Fully Integrated with CRM, mediation, provisioning, self-care, policy, catalog, and ecommerce
- ✓ Real-time charging system. Use the centralized service creation and rule management for policy control and user self-service
- ✓ Built-in charging capabilities, flexible product configuration, and the ability to define new offerings
- ✓ Send real-time customer alerts and notifications to enable spending control and personalization of offers
- ✓ Scalable Architecture. Significantly save on capex and easily integrate with existing environments using open interfaces and standards



Our Managed Services



Integrated Managed
Solution



End-user
Products



Marketing Support
Services



Pricing
Engine



Omni-channel Customer
Support Tools



Reporting & Analytics
Tools



Regulatory Compliance
Taxation

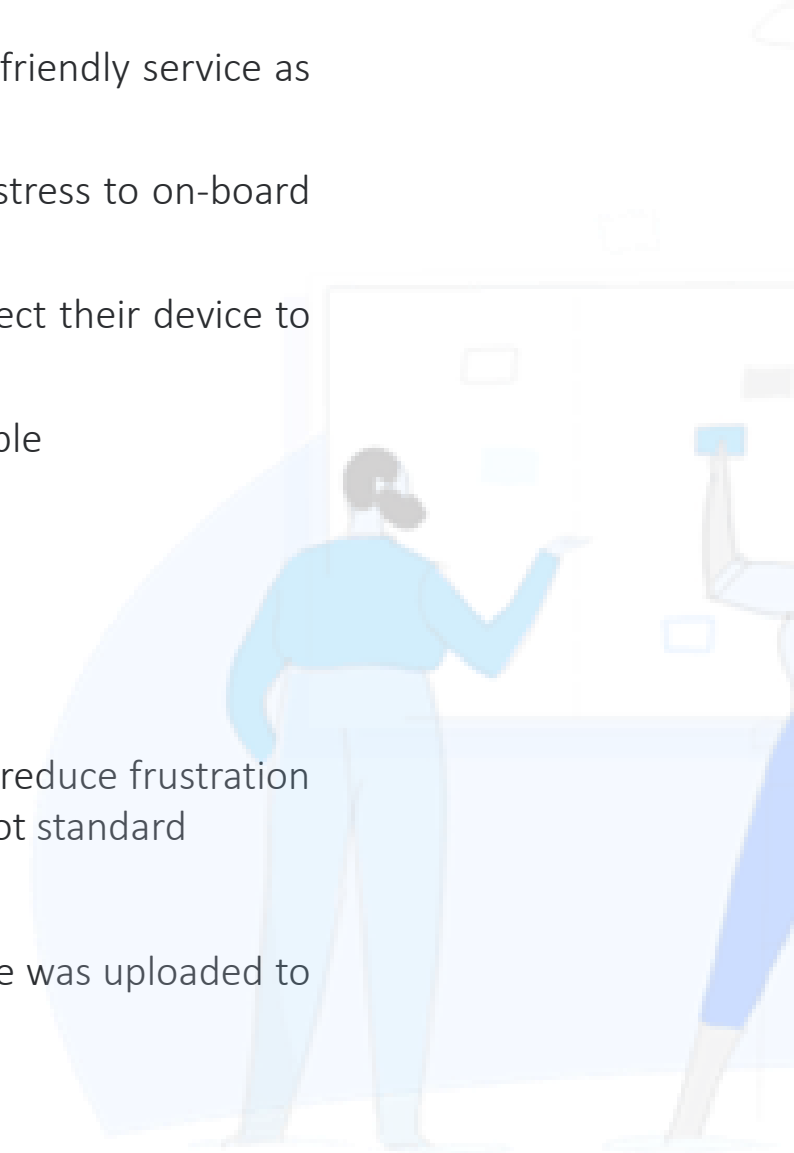


Inventory
Management

Experience is the Strategy

Frictionless Experiences in World of Disruptions

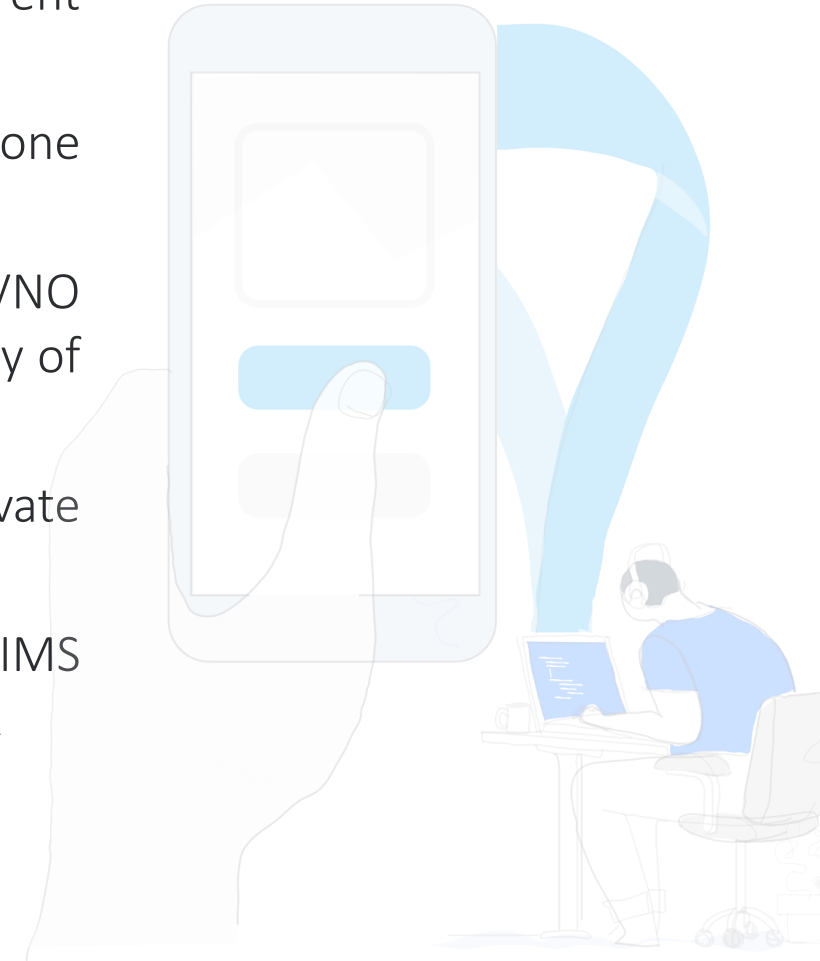
- ✓ Nearly 80% of American consumers point to speed, convenience, knowledgeable help and friendly service as the most important elements of a positive customer experience
- ✓ We consistently need to provide our customers an exceptional value, minimum friction or stress to on-board and activate our customers. We won't have many chances to get it right
- ✓ With multi network configurations and independently sourced devices, consumers still expect their device to perform without issue and without manual intervention
- ✓ Consumers would walk away from a brand they love after just one bad experience, for example
 - ✓ Outdated settings can mean no internet access on subscriber devices
 - ✓ Unavailable MMS – no picture, no group messaging or no video messaging
 - ✓ Loss of tethering or hotspot feature
 - ✓ Unavailable VoLTE services – no video calling or 5G
- ✓ Demarcating device configuration exchange enable Ztar and OEMs to serve consumers and reduce frustration and care support costs. Without Ztar would have to provide every OEM with a form that is not standard
- ✓ We got introduced to GSMA NSX by an OEM and swiftly were on-boarded
- ✓ We worked with our MNOs to ensure accuracy of the network configuration settings, the file was uploaded to the platform. MNO engagement is critical for MVNO accurate upload. Monitor downloads.



Experience is the Strategy

OEM Benefit

- ✓ Update network settings as they become available while new and current devices can access and configure
- ✓ Reduces operational costs by getting access to hundreds of MVNEs in one platform
- ✓ Reduces operational costs by MNOs to support their reseller/MVNO network configuration (APN, MMS, ...) to support the considerable variety of devices
- ✓ Open direct to consumer business model for purchase the device activate on any brand/network
- ✓ Standardized template means settings can be shared quickly and easily, IMS and APN settings always configured correctly on devices in your network
- ✓ Network settings are published to current and future devices



Experience is the Strategy

Summary

- ✓ Activating eSIM and managed subscriptions
- ✓ Device Validation
- ✓ Mediation and roaming services for MVNX
- ✓ MSN Management Services

