

Network APIs

5G-Advanced and AI beyond Sci-Fi



Jiun Kei Lim
Head of Operator Partnerships –
APAC
Infobip



Network APIs

5G-ADVANCED AND AI BEYOND SCI-FI

Lim Jiun Kei, Head of Operator Partnerships - APAC



Unlock the Future: Open Gateway Awaits You

Before the Open Gateway Initiative

- APIs are fragmented
- Lack of accessibility to the developers
- Limited APIs available
- Complicated commercial model
- Network security concerns

Open Gateway Initiative (2023)

- Seamless Customer Experience
- Accelerated tech development, innovation, and commercial adoption
- Support of application portability
- 8 network APIs launched riding on 5G network capabilities

PARTNER SUCCESS STORY

Infobip & telco partners Claro, TIM, and Vivo launch Network APIs in Brazil

- First customers are being onboarded.

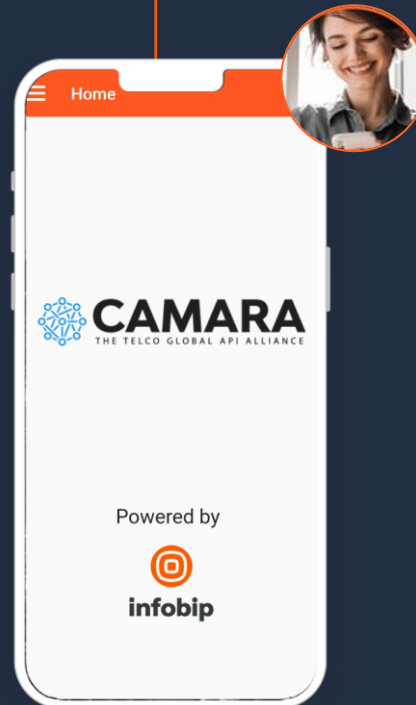
Infobip: GSMA
Open Gateway
channel partner

Technology enablement:

Claro
TIM
vivo

Network APIs / Use Cases

- Number verify (Silent Mobile Verification)
- SIM Swap
- Device location



Full-country coverage in Brazil

Network API partnerships, starting with Identity: Speeding up time to revenue with Network APIs through a joint go-to-market approach.

SECURITY

Improved fraud protection

Anti-fraud APIs: Number verify, SIM swap, device location

SPEED

Faster time to revenue

First customers through partnership (Number verify, SIM Swap) from Retail & On-demand verticals)

REVENUE

Customer value

Expanding telcos' CPaaS revenue streams with new use cases

SCALE

Building on CPaaS telco partnerships

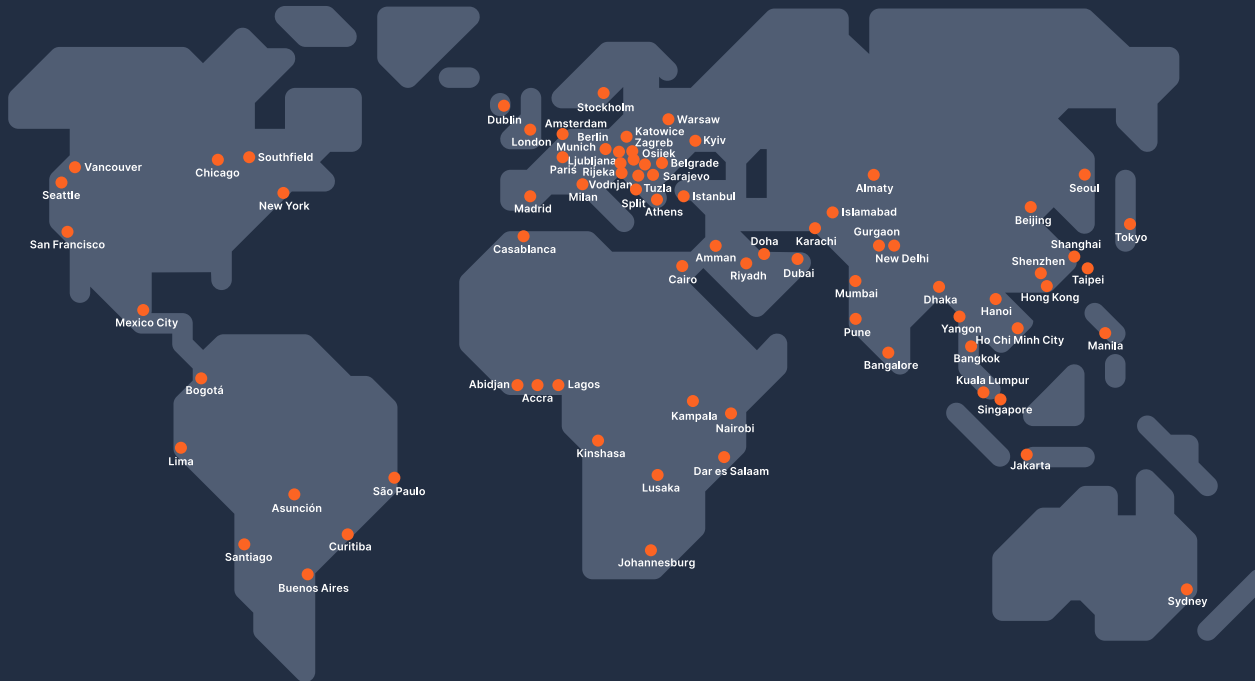
with existing way of work, existing know-how, existing monetisation success stories – new use cases, globally

#1 Global Cloud Communications Platform

One Platform. All Channels. For Developers & Businesses.



GLOBAL FOOTPRINT



STELLAR GLOBAL CLIENT BASE



Uber



Bolt



yotpo.



50+

Integration
Partners

Extensive
Marketplace

75+

Offices on 6
continents

Global reach
>190 countries

3.6K+

Employees
globally

Global presence,
local reach

40+

Data Centers
globally

Scalable
infrastructure

800+

Direct operator
connections

Largest global
MNO network

37 Bn+

Monthly interactions

Infrastructure to
handle vast volume

80k+

Black Friday
Record

Transactions
per Second.

2.36 Bn+

Interactions in one day
on Black Friday

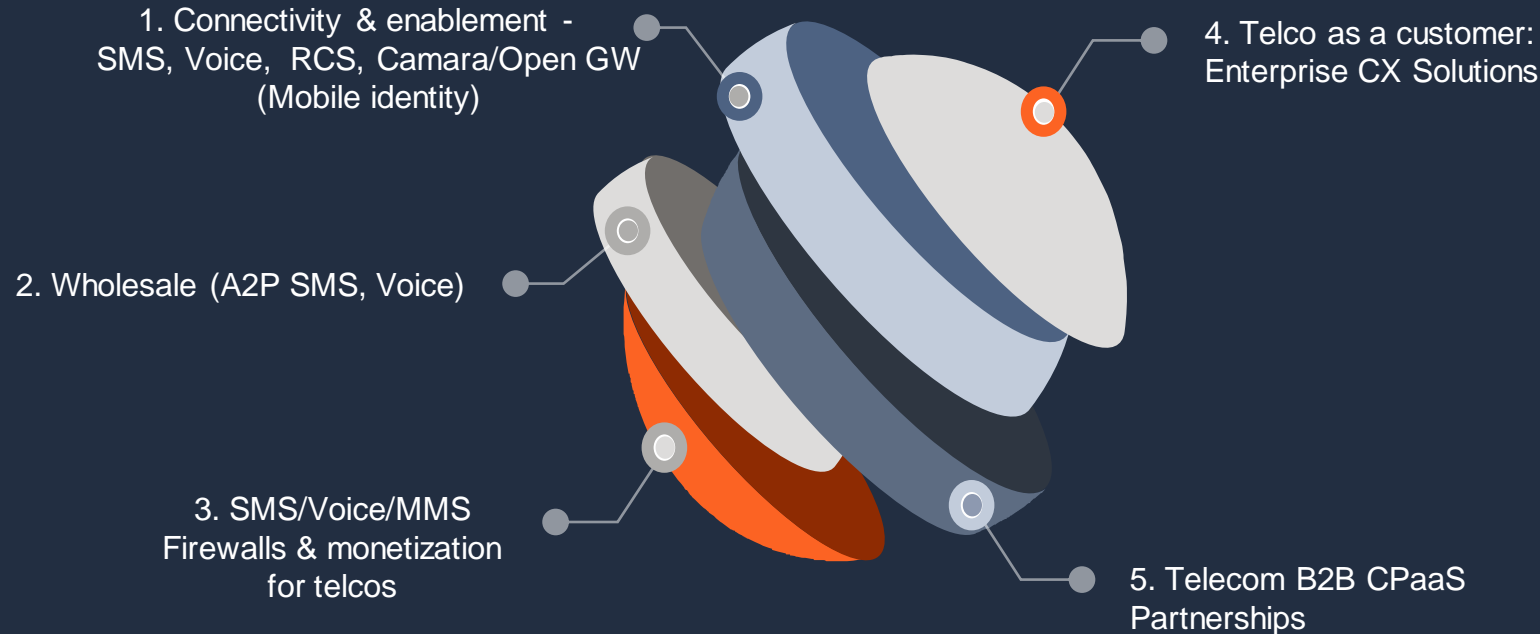
#wearejuststarting

Telco-grade CPaaS platform & A2P security solutions



BUILT ON A RELATIONSHIP OF TRUST

5 PILLARS OF TELCO COLLABORATION



GROWING THROUGH TELECOM PARTNERSHIPS



60+

Telecom partnerships with sell-through and joint GTM

120+

MNO networks secured

200+

Telecom customers

1.1Bn+

Mobile users protected

800+

Direct operator connections

37 Bn+

Monthly interactions

9700+

Global operator connections

Full-stack

CPaaS product portfolio, natively built



What sets Infobip apart?



Infobip CPaaS know-how

- API-based global cloud communications platform – now with Network APIs
- Strong CX practices & the ability to execute customer journey solutions
- CPaaS Leader (Gartner, Juniper, IDC) & top innovator (Fast Company)



Developer relations

- Infobip Startup Tribe global developer community, marketplace & startup credits
- Infobip Shift Europe and Miami: two major developer conferences on two continents
- DevRel meetups, hackathons & content to a reach over 4k developers



Telecom partnerships

- Infobip CPaaS partnership with telecoms in 70+ countries
- Joint GTM, marketing funds, expanded market reach (offnet) for faster/greater CPaaS monetization
- Security know-how through telco security partnerships with 100+ MNOs



Industry-specific applications



Banking, financial services and insurance

- **SIM SWAP API** for Fraud Prevention
- **DEVICE LOCATION APIs** for location verification and retrieval, and for geofencing
- **NUMBER VERIFY API** for seamless authentication



Transportation and logistics

- **QUALITY ON DEMAND APIs** for seamless Connectivity



Media and entertainment

- **DEVICE LOCATION APIs** for personalized engagement and targeted marketing.
- **QUALITY ON DEMAND APIs** for seamless Connectivity



Retail and e-commerce

- **NUMBER VERIFY APIs** for seamless authentication
- **DEVICE LOCATION APIs** for personalized engagement and targeted marketing.

Make your Industry Event Unforgettable:



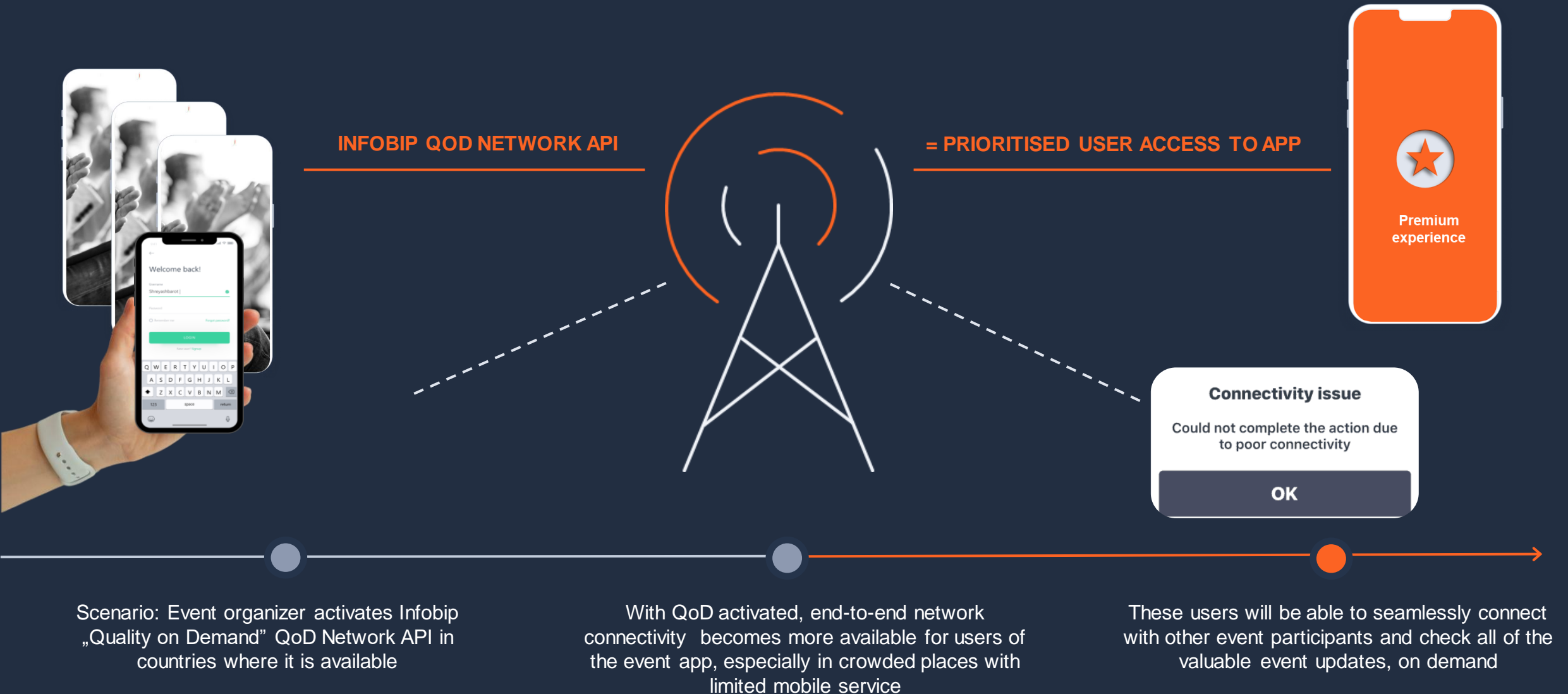
Unleash the power of Device Location APIs premium experiences with personalized engagement and targeted marketing.



Unlock Seamless Experiences, ALWAYS:



Empower Event Participants with Seamless Connectivity Using QoD Network API





REVOLUTIONIZING LIVE EVENTS:

One experience at a time!

If we do it right, and do it together,

Open Gateway & Camara will bring 5G
to life



**We are just
starting.**



Thank you

Lim Jiun Kei

Head of Operator Partnerships
APAC

jiun.kei@infobip.com

www.infobip.com

