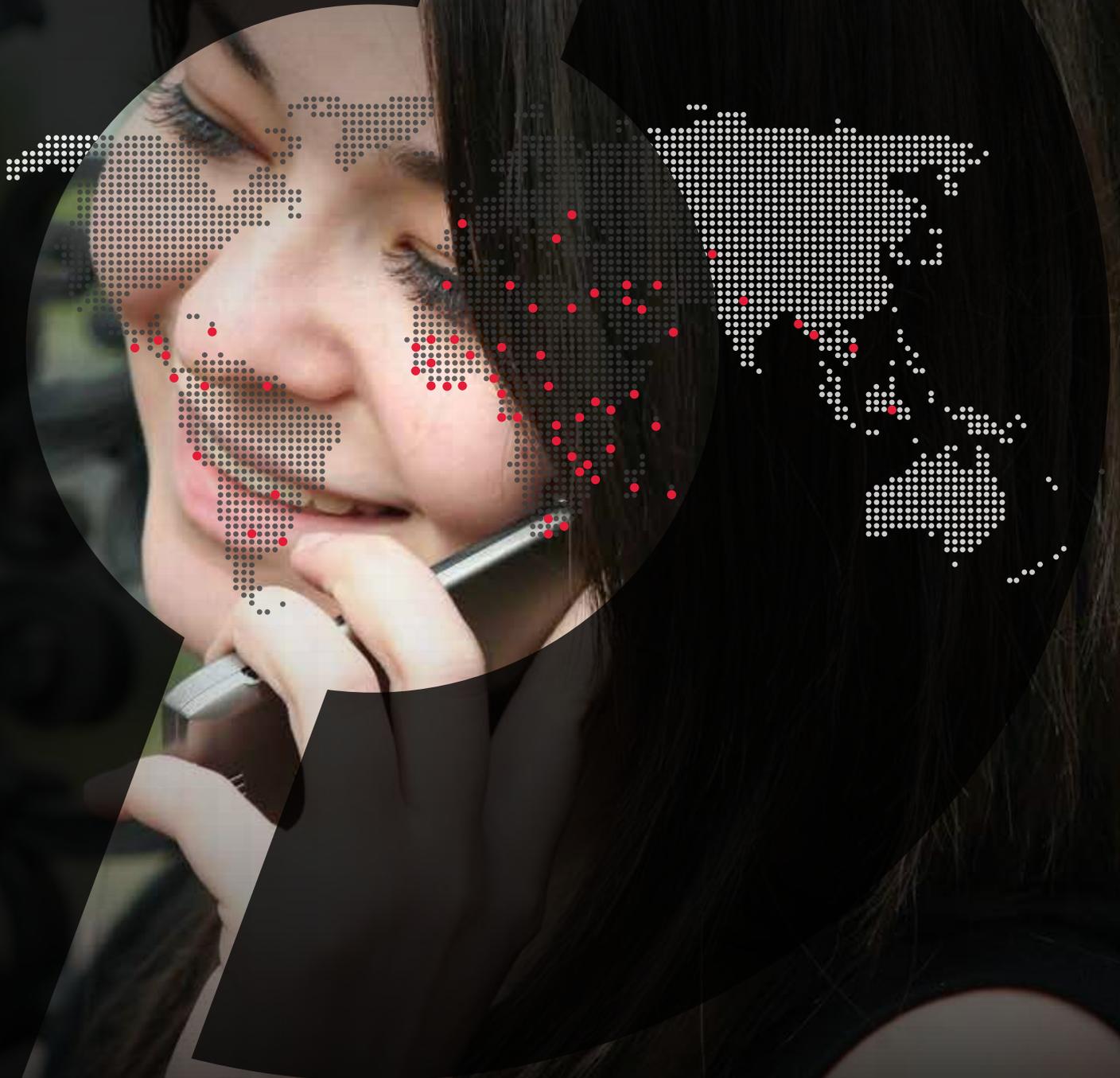


# Power up Prepaid

THE PROVEN PREPAID MANAGEMENT SOLUTION THAT ALLOWS YOU TO SENSE, SHAPE AND CONTROL YOUR PREPAID BUSINESS.

12+ OF THE WORLD POPULATION'S  
MOBILE RECHARGE IS DONE  
THROUGH PreTUPSTM



## SHAPE YOUR SUCCESS

PreTUPS™

Comviva's PreTUPS™ pushes the immensely popular prepaid model to its full potential. PreTUPS™ is packed with everything you would expect from an evolved prepaid account management solution, helping you achieve your growing business targets, managing your diverse prepaid customers and creating value for each subscriber.

PreTUPS™ is designed to cater to diverse customer segments and meet their demands. It enables you to leap beyond traditional airtime transactions with automated workflows that anticipate demand and align it with supply. For developing markets, it enables electronic recharge distribution and an innovative sales channel for VAS offerings, and for developed markets, the ability to deploy self-service recharge - giving you the power to harness the full potential of prepaid. Diversifying your prepaid portfolio becomes incredibly easy when you leverage the platform to enable multiple business lines with new opportunities in telecom, Pay TV and broadband.



PreTUPS™

### PreTUPS™ FOOTPRINT AT A GLANCE

**60+**

DEPLOYMENTS  
GLOBALLY

**1**

BILLION CONSUMERS USE PRETUPS™  
FOR ELECTRONIC RECHARGE

**27**

BILLION RECHARGE  
TRANSACTIONS ANNUALLY



- 410 million subscribers supported for a leading operator in Asia
- Successfully delivered 25+ replacement projects across leading prepaid platforms.
- 99.99% service uptime.

## THE PROMISE BEHIND THE POSSIBILITY

Comviva's PreTUPS™ is the ideal tool to empower, shape and drive a profitable demand response. This helps you create a demand-driven, lean and responsive organization, facilitate higher sales, better your customer satisfaction and lower the inventory and distribution costs.

PreTUPS™ lets you automate operational workflows in sales, distribution, inventory and pricing. In addition to predictively managing customer demand through a robust reporting capability, you can also significantly reduce the go-to-market time for new recharge pack introductions and propel customer demand. From defining commissioning and price points to configuring transfer rules, the solution lets you efficiently structure multiple hierarchies suited to business needs.

Whether it is an assisted recharge via a retailer or a self recharge via channels such as SMS/ USSD, Web, ATM and kiosk - PreTUPS™ delivers reliable and consistent customer experience. The power of PreTUPS™ lies in not only empowering retailers by helping them manage prepaid accounts better but also in aiding their customers to do so as well. PreTUPS™ enhances user experience by providing consumer and retailer apps.

## ACHIEVE OPERATIONAL AGILITY & MARKET RESPONSIVENESS

DESIGN AND MANAGE  
DISTRIBUTION NETWORK

MANAGE PRODUCTS

MANAGE INVENTORY

MANAGE COMMISSIONS  
& LOYALTY



Build and scale distribution network to expand reach. Monitor the agent network in real-time using digital maps.



Introduce new pricing propositions to target diverse sub-segments.



Ensure optimal management of inventory and eliminate outages at point of sale.



Provide performance based commission & loyalty programs to improve channel member's stickiness.

## TWO MODES FOR OPTIMIZED OPERATIONS

PreTUPS™ is built to deliver value across varied business scenarios. It is designed to operate in both assisted recharge and self recharge modes. The assisted recharge mode is crafted to work across electronic and physical vouchers and the self recharge mode facilitates the use of web and mobile platforms.

### ELECTRONIC TOP-UP

- Flexibility to top-up with any amount
- Management of retailer loyalty
- Complete channel management
- Online sales and usage statistics

- SOS Credit
- P2P transfer
- Top-Me-Up
- VAS retailing
- Private recharge
- Web recharge

- Automatic or schedule top-up
- Gift recharge
- ATM recharge
- Electronic vouchers
- Bill payments
- Social media recharge
- Carrier billing



### VOUCHER BASED TOP-UP

PreTUPS™ allows you to extend your service reach beyond electronic formats with robust mechanisms for managing physical vouchers - including activation, distribution, tracking and reporting.



Generate Voucher Pins

Activate Vouchers

Distribute Vouchers

Track Consumption

Voucher Reports

## PreTUPS™ GLOBAL FOOTPRINT



- **12% of the world population's** mobile recharge is done through PreTUPS™
- Facilitates mobile recharge for over **1 billion mobile subscriptions** worldwide
- Powers electronic recharge for **60+ operators in 50 countries**
- Processes more than **27 billion transactions** annually
- Powers electronic recharge for one in **every 6th person who uses a prepaid connection**
- **One in every 5th country** in the world has a PreTUPS™ deployment
- Handles over **10 million transactions per day** in its two leading deployments
- Handles recharge for **over 410 million subscribers** in a single network.
- Supports **1.5 million retailers** in the largest deployment
- High service availability, with an **average 99.99% uptime** across deployments
- Providing **successful integration** with all major IN platforms
- **More than 25 replacements** including Huawei, Seamless, Inswitch, Alcatel, Orga Systems amongst others

Comviva is the global leader of mobility solutions catering to The Business of Tomorrows. The company is a subsidiary of Tech Mahindra and a part of the \$21 billion Mahindra Group. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services and managed VAS services. It enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

For more information, please visit [www.comviva.com](http://www.comviva.com)

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