

**Transparency,
security and
privacy are the
new normal
for CPaaS.**

Wisely - Digital platform
for trusted customer
experiences

“Over 22 billion records were exposed worldwide amid 730 publicly disclosed data breaches in 2020”

Economic Times

The enterprise communications challenge

Legacy Communication Platforms as a Service (CPaaS) in use by businesses today makes them vulnerable on multiple fronts.

- Data breaches are common at even the largest enterprises, resulting in lost revenue and reputational damage.
- Lack of strong data security controls and protocols allow man-in-the-middle attacks from fraudsters.
- Lacks a centralised system that can analyse end-to-end customer data to power better decisions.
- Data silos and manual processes give rise to billing disputes and lengthen reconciliation cycles.
- Additionally, systems that cannot be scaled result in Quality-of-Service (QoS) problems that lead to poor customer experiences.



“A massive database storing **tens of millions of SMS text messages**, most of which were sent by businesses to potential customers, was found to have been leaked online.”

TechCrunch

Wisely - Transforming enterprise communication

Wisely is an advanced cloud-based Communications Platform as a Service that has fundamentally reimaged how enterprise communications function. The platform creates a communication network that is secured with end-to-end encryption and has removed all intermediary systems.

What makes Wisely different?

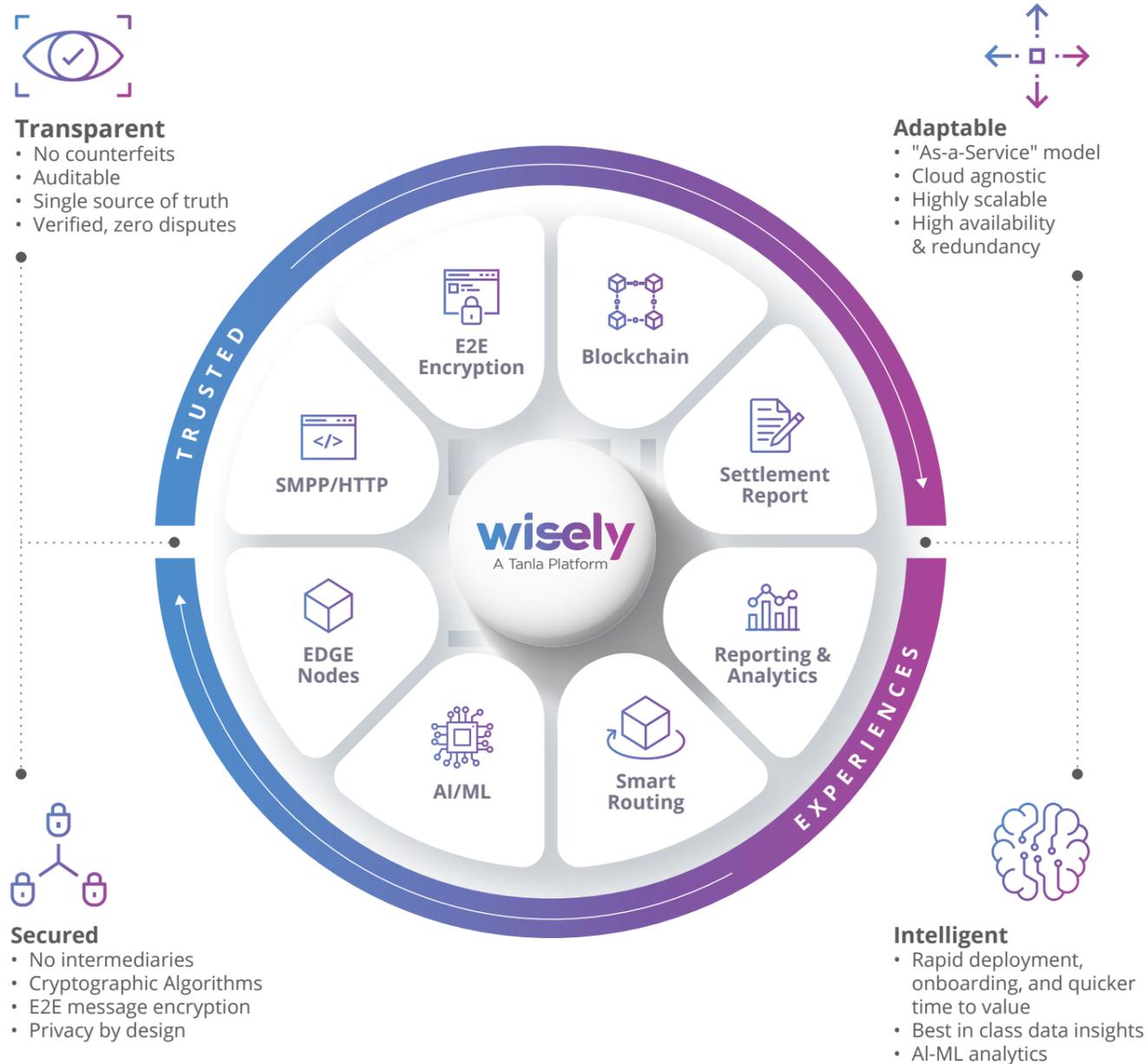
The platform is designed from the ground up to be the most secure, transparent, privacy enabled and scalable communications system.

Conceptualised to rectify the gaps in existing ecosystems, the platform's transformative features will help you improve on all your business' KPIs including cost, QoS, compliance and more.



What's powering the Wisely disruption?

End-to-End Encryption



The Wisely Network: Protect customer data and say goodbye to spam

The platform provides a fully managed end-to-end secured network with state-of-the-art encryption powered by patented cryptographic algorithms, to overcome the data security and privacy challenges.

The Wisely Marketplace: Creating an ecosystem of trust

The platform provides an immutable audit trail (Single Source of Truth) through the implementation of blockchain to address the challenge of counterfeit CDRs, frauds, and disputes.

Powered by Blockchain

Single source of truth
"Centrally Available" communication records written into Blockchain by stakeholders provide accurate information about the status of the communication.

Eliminates counterfeit records
Wisely enables a Trusted Network ensuring no counterfeit call data records/DNs are generated by intermediaries as all records are written into the Blockchain by Telcos bringing immutable recording and complete transparency.

Zero dispute reports
Tanla Verified, Zero Dispute settlement reports generated from Blockchain ledgers to enable settlement with your partners/suppliers.

Compliance
Designed to be fully compliant with your local telecom regulations and data protection laws. Ensuring your communications comply with legal obligations.

Built for the cloud

Cloud-platform agnostic
Wisely can be deployed over any public or private cloud platform based on your needs.

Flexible deployment
A flexible deployment model ensures businesses can use the Wisely platform using Cloud, or on-premise computing with an option for a fully managed model using our DevOps expertise.

Elasticity and scalability
Wisely uses multiple Platform as a Service components over the cloud to ensure core services are highly elastic and capable of scaling horizontally for any size of workload.

High availability
Wisely has been engineered to be a multi-region, multi-cloud setup geared for high availability and redundancy.

Cutting-edge analytics

Advanced analytics capabilities
Packed with next-gen technology, Wisely comes equipped with advanced analytics that provide value-additive recommendations and predictions that reduce costs and improve Quality of Service.

Intelligent insights
Using best-in-class data analysis and visualisation tools, Wisely automatically analyses the mountains of data generated by service providers, delivering deep insights to drive greater visibility, alignment and continuous improvement.

The Wisely advantage

Best in Class QoS



The **blueprint** for the future

Wisely offers a No/Low code environment which increases platform accessibility exponentially. It offers a secure, private and permissioned Blockchain enclave to key stakeholders with complete transparency and ownership of all transactions passing through the network.

The platform draws its strength from 3 core pillars:

- Ease of connectivity
- Business model flexibility
- Trust and transparency

Developed with a world-leading partner

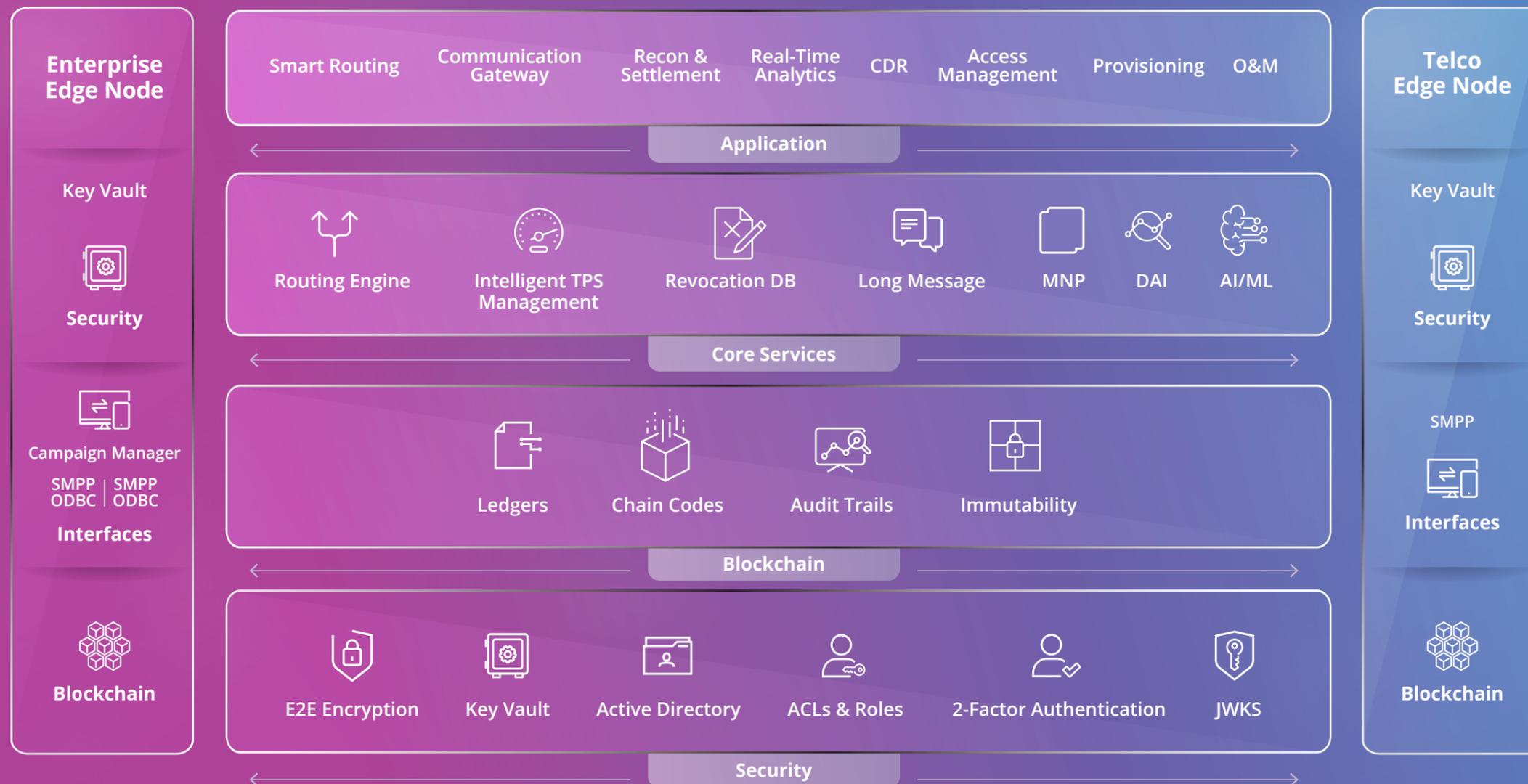
Drawing on patented technology developed by Tanla Platforms, Wisely is a result of ongoing collaboration with Microsoft Consulting. Audited by industry-leading cybersecurity firm NCC Group, Wisely is not just at the cutting-edge of the CPaaS ecosystem, it has been certified as safe by the best in the business.



Trust as a Service

About Tanla

Tanla Platforms Limited (NSE: TANLA; BSE 532790) transforms the way the world collaborates and communicates through innovative CPaaS solutions. Founded in 1999, it was the first company to develop and deploy A2P SMSC in India. Today, as one of the world's largest CPaaS players, Tanla enables communication between enterprises and their customers through multiple channels including SMS, Voice, email, RCS, OTTs such as WhatsApp, FB messenger, and push notifications. Tanla processes more than 800 billion interactions annually and about 70% of India's A2P SMS traffic is processed through its distributed ledger platform-Trubloq, making it the world's largest Blockchain use case. Tanla touches over a billion lives carrying mission critical messages meeting the needs of the world's largest enterprises in telecom, retail, BFSI and media by adopting cutting-edge technologies like blockchain, Artificial Intelligence, Machine Learning to name a few. Tanla Platforms Limited is headquartered in Hyderabad, India and is expanding its presence globally. Tanla shares are traded on the Bombay Stock Exchange & National Stock Exchange.





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