

wisely

Digital Platform For
Trusted Customer Experiences



Business Messaging – Industry Overview

By 2023, Global Business messaging revenues are estimated to grow at a CAGR of 9.5% to reach USD 62 Bn and the traffic is estimated at 3.5 Tn messages.¹

Businesses, today, are looking for cost effective and hyper- personalized channels to interact with consumers, market their existing products/ services and enhance customer experience.

Business Messaging is critical to any customer engagement strategy

With approximately **5 billion unique mobile users globally**,² mobile is one of the most pervasive channels of communications. Business messaging has taken predominance over other modes of communication due to its **ease of usage, unparalleled reach, and higher open rate**. Brands using SMS **typically reach out to 95% of their users**.³ Customers **read 98% of messages and read 90% of them within 'the' first 3 seconds of receipt**.

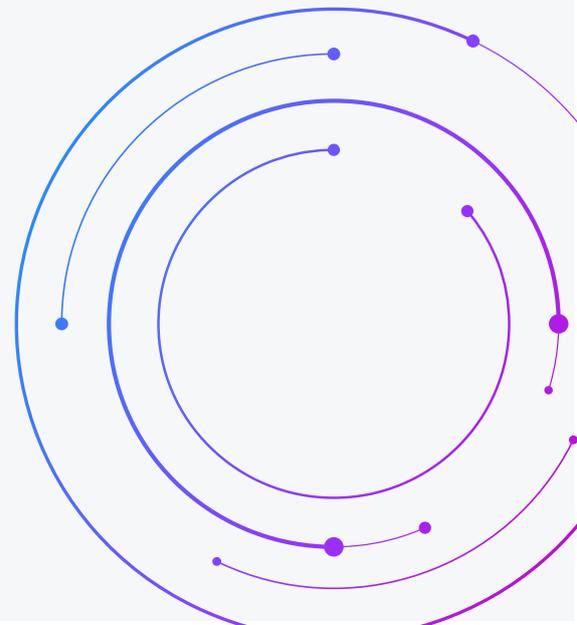
With the evolution of multi-factor authentication and mobile landing pages, businesses are empowered to give their customers a whole new experience using SMS. This, in turn, helps enterprises **generate more leads through improved engagement, higher conversion rates and increased revenue**.

As per a recent study, 97% of the companies chose messaging as the most preferred and efficient mode of customer communication.

A2P SMS accounted for 99.2% of the total estimated 2.3 trillion business messages exchanged in 2019.

Post-pandemic changes in customer behavior and business strategies –

The pandemic has accelerated the adoption of digital channels by end-users. Also altering the consumer behavior and disrupting customer engagement strategies for brands. Key changes in customer expectations from business communication post-pandemic include **insights-based personalization, no spams, no phishing, no unconsented profiling, etc.**



Transforming customer expectations and fast-tracked digital adoption by businesses has disrupted the overall customer engagement landscape. While enriching customer experience remains a top priority brands are exploring avenues to engaging and persistent conversations in the transformed digital landscape with following prerequisites:

- Cost Optimized/ Efficient digital solutions
- Ease of Integration
- Faster time to Market
- Robust data privacy & security
- Trusted ecosystem with Zero Frauds
- Reduced compliance burden



How does the current ecosystem work?



The evolution of CPaaS is an opportune occurrence for both brands and customers. CPaaS acts as a critical bridge between businesses, application developers, and traditional as well as innovative communication vendors. It pushes the envelope beyond deciphering business processes by providing enhanced customer experience and a cost-effective communication strategy as compared to the traditional offerings.

CPaaS – “Tapping The Long Tail” of Enterprise Communication

A CPaaS platform provides **APIs, software development kits (SDKs), integrated development environment (IDEs) and documentation** to facilitate simplified access to an **array of communications tools (SMS, messaging and voice)**. Further, it provides a

collection of tools and features **like online service delivery models, simplified pricing, and access to global communications networks**. CPaaS platforms provide following benefits to the businesses:



Enhanced customer experience



No investment on costly hardware and backend infrastructure



Ease of integration & future proof solution



Improved speed to market



Consolidation of all messaging channels



Insightful analytics & Operational Efficiencies

CPaaS has evolved as a platform for serving better customer experience, boost satisfaction and provide cost-effective communication solution by mitigating the challenges of traditional communication

technology. **The worldwide CPaaS market size grew from USD400 Mn, in 2015, to USD8.1 bn, in 2019 and is predicted to reach USD17.2 bn in 2023.**⁴



\$8.2 bn

Global voice & Text market of CPaaS by 2023.⁵



81%

Companies have already deployed CPaaS as per Frost and Sullivan survey.



90%

Global Enterprises to leverage CPaaS by 2023.⁶

CPaaS is well rounded in the sense that it can be integrated into every phase of the customer journey for every sector/ industry. Built on the as-a-service methodology, CPaaS uses the flexibility of the cloud to deliver connectivity between applications, people and objects.

Despite the pandemic, CPaaS business adoption has remained robust and have helped businesses to lead a CPaaS driven digital transformation and stay afloat during these challenging times.

As per the research by Juniper and Global News Wire, ***Enterprise spend in CPaaS is accelerating and is expected to reach four times by 2023.***

Businesses are leveraging CPaaS tools like visual builders and campaign manager as a part of their digital transformation to ***build operating competitiveness and improved customer experience.***



Challenges/ Roadblocks to unlocking the true business value of commercial communication

The Existing commercial communication ecosystem consists of Enterprise (sender), Telecom Service Provider (TSP), Aggregators, Communication Platform as a Service (CPaaS), Developers/ Application Service Provider and Consumer. The industry at large

is facing challenges from *counterfeits, grey routes, latency, cyber-attacks, frauds, data breaches, incohesive architecture and absence of delivery assurance. Enterprises and TSPs lose millions of dollars due to aforementioned challenges*

Challenges in the existing ecosystem:

Data breach & Phishing impacting customer experience

- **Communication in Clear text** – Risk to user privacy & data security due to lack of encryption
- **Absence of personalized communication** impacting customer experience

Frauds - Lack of transparency & trust within the ecosystem

- **Grey Routes** – A study by MobileSquared estimates that one of business SMS globally are sent via unauthorized routes and SIM farms
- **Counterfeit CDRs** – Loss of revenue to TSPs and opportunity loss for enterprises because of frauds by intermediaries owing to pricing

Multiple Vendors, incohesive architecture and restricted reach

- **Limited Reach:** Dependency on multiple aggregators for reach and channels
- **Complex connectivity** due to multiple

interfaces from aggregators, middleware and other disparate "tools for campaign management, communication, analytics, and dashboarding"

High Investments, lack of insights and operational inefficiencies

- **Capex and Opex** – High capital investments (Hardware, software licenses, tools, etc.) and operational overheads (data hosting, connectivity charges, transmission, etc.)
- **Data analytics overheads** – Additional overheads to track ROI of campaigns
- **Complex Routing management** – Substantial time and effort spent on managing routing of messages among the multiple vendors
- **Billing & Settlement disputes** – Significant time & effort on reconciliations, settlements and dispute management due to incongruent billing and settlement reports/ systems leading to delayed payment cycles.

Key Challenges



USD 3.86Mn

Average total cost
of a data breach



22%

Data breaches
involved stolen
credentials



83%

People experienced
phishing, or man in
the middle attacks



USD 2 Bn Annually

Loss to the A2P
messaging sector
due to fraud



Every 39s

Global cyber
attack frequency



USD 114Bn

Worldwide
Information Security
spending in 2018



Approximately 7x

Increase in spear-phishing
attacks, since the pandemic
began.



“One stop solution for all communication needs that brings all stakeholders on a single platform to provide Global reach across multiple channels”

Wisely is an advanced cloud-based Communication Platform-as-a-Service (CPaaS), a ‘One stop shop’, for all customer engagement needs of the business. The platform creates an end-to-end secured communication channel from enterprise applications to telco network without having any intermediary systems [Zero hop network]. Wisely platform enables businesses to:



Transforms legacy business models



Unlock true value of customer engagement



Enforce trust within the ecosystem



Enrich customer experience



Wisely- Delivering trusted customer experience as-a-service

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

- Platform provides 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
- Platform empowers enterprises to manage the routing across multiple vendors offering in-built routing logic (LCR & Quota based routing) with masking capabilities

The Wisely Marketplace: Creating an ecosystem of trust

- Platform provides immutable audit trail (Single Source of Truth) through implementation of Blockchain to address the challenge of counterfeit CDRs, frauds and disputes
- Platform to assure verified buyers and suppliers enabling a “Trusted Network” to address the challenge of grey routes and ensure communication on transparent network

One platform, global reach

- One stop shop for all customer engagement needs of business enabling direct connectivity with telecom service providers & global hubs through plug and play APIs/connectors
- One touch deployment, that seamlessly integrates platform using HTTP/SMPP. Provides flexible deployment options (On prem, public or private cloud) to deliver faster time to value and reduce Capex

Enabling data-driven decisions to drive efficiencies

- Platform offers robust BI and reporting tools to discover important insights across KPIs from QoS, ROI, marketing metrics to drive better visibility, alignment, and continuous improvement
- Real-time settlement report generated from ledgers on the Blockchain for transactions processed on platform to ensure minimal reconciliation efforts and reduce payment cycle

Value Proposition - What's in it for you?

Best in class data security and enhance data privacy through E2E encryption



No Counterfeits leading to Increase in ROI



Immutable Audit trail (Single Source of Truth) - Zero Disputes and improved Cash flow



Ease of Integration and access to Global carrier networks



Zero frauds - to save costs and safeguard against spam



Reduced time to market for new products/ solutions



Lower Latencies for Enriched Customer Experience



Value Proposition



Enterprise

Strategic

- Unlock reach to newer markets
- Enhance Data Privacy and zero frauds for higher customer satisfaction
- One platform for all communication needs
- Higher conversion rates leading to better ROI
- Data driven BI Real time insights
- Zero investment on backend infrastructure
- Ease of integration and faster speed to market

- Flexible business and payment models

Operational

- Reduced technical and operational overheads
- Delivery assurance
- Faster & accurate billing, settlement, reconciliation
- Efficient routing management
- High availability/ scalability



Telecom Operators

Strategic

- No value dispersions due to disintermediation
- Higher traffic and enhanced revenue
- Reduction in spams to users and corresponding customer complaints
- Data-Driven business intelligence and Real time consumer insights
- Data-Security and regulatory compliance
- Cost savings on infrastructure upgrades & maintenance

Operational

- Reduction of revenue leakages
- Minimal sales effort
- Reduced technical and operational overheads
- Faster & accurate billing, settlement, reconciliation
- High availability using cloud managed platform



End-Customer

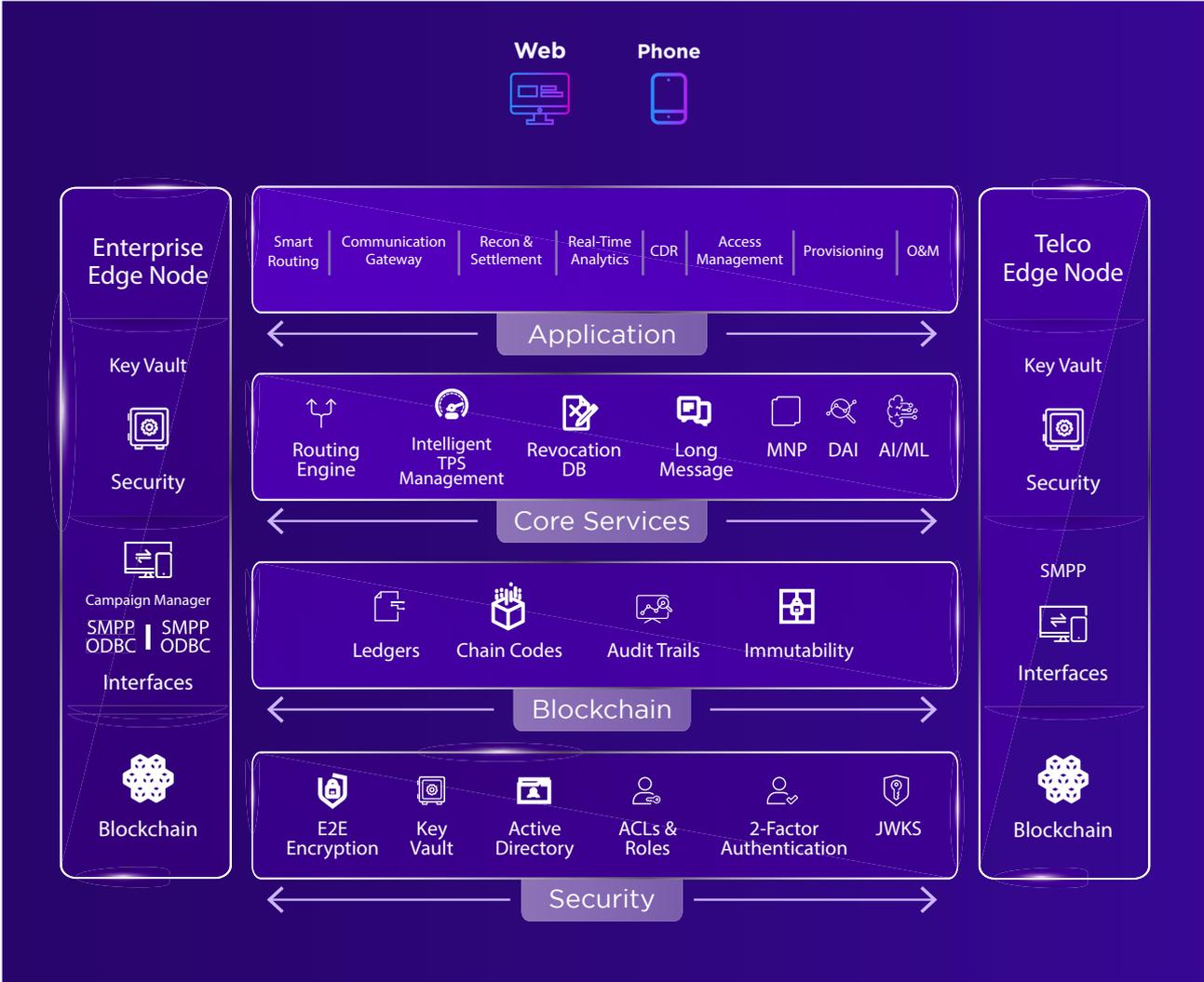
- Enhanced data privacy
- No fraud, no spam
- Improved QoS

- Delivery assurance
- Immutable audit trail

Wisely - Functional & Technical Overview

Wisely is an advanced cloud-based Communications Platform as a Service that has fundamentally reimagined how enterprise communications function. The

platform creates a communication network that is secured with end-to-end encryption and has removed all intermediary systems.



Attribute	Technical Specification
Cloud Stack	Azure Cloud Services
Blockchain	Hyperledger V.1.4.1.2
Data Analytics Platform	Azure Data bricks coupled with Power BI[Team]
Connectivity Protocol Supported	Edge (n,n-1), Firefox (n,n-1)
Browser Support	Up to 8000 users
Concurrent users supported	Technical Specification



Uptime
99.999%



Performance
800 ms



Connectivity
15 SMSCs



Scalability
40,000



Development
Microsoft



Deployment
Azure



Security
ISO 27001



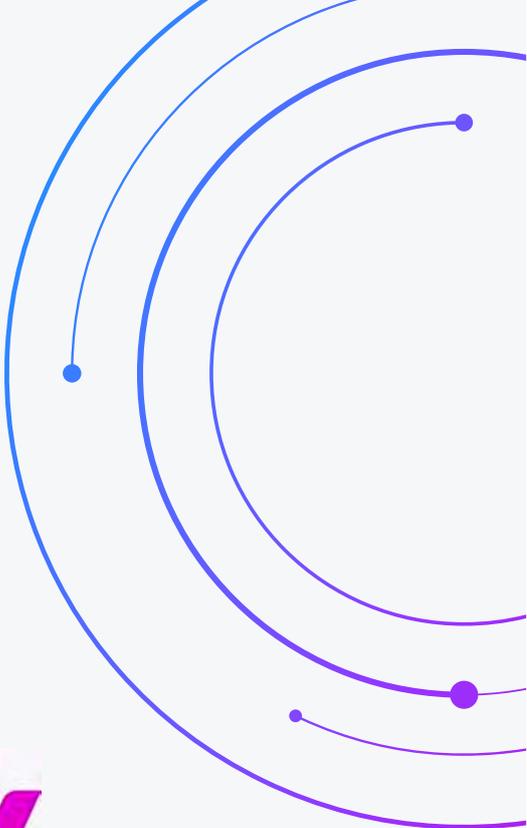
Developed with a world-leading partner

Drawing on patented technology developed by Tanla Platforms, Wisely is a result of an 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. We're eager to take your business communication to the next level of efficiency and effectiveness. Connect with us at sales@tanla.com

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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Tanla Platforms Limited (formerly known as Tanla Solutions Limited)
CIN:L72200AP1995PLC021262
Tanla Technology Centre
Madhapur, Hyderabad, India - 500081