

Smart Charge

EFFECTIVE REVENUE GENERATION BY PRICING MESSAGES ON DIFFERENT PARAMETERS.



HAUD generates revenues for mobile operators from recoverable A2P traffic while eliminating fraud and spam traffic, maximising network performance and reducing subscriber churn.

GAIN THE POWER TO

- INCREASE MESSAGING
 - REVENUES ACROSS ALL
 - MESSAGING FORMATS
- IMMEDIATE REVENUE
 - GENERATION THROUGH
 - FLEXIBLE INTEGRATIONS
- MONETISE SEGMENTED
 - SUBSCRIBER DATABASES BASED
 - ON CONTENT AND EVENTS

THE CHALLENGE

• **A vast disparity in A2P SMS pricing globally exists, from market-to-market and even operator-to-operator, making it challenging for messaging originators to understand what a fair market rate for A2P SMS should be. As the use cases for A2P messaging are increasing year on year, there is a need in the market to acknowledge the diversity of various traffic streams.**

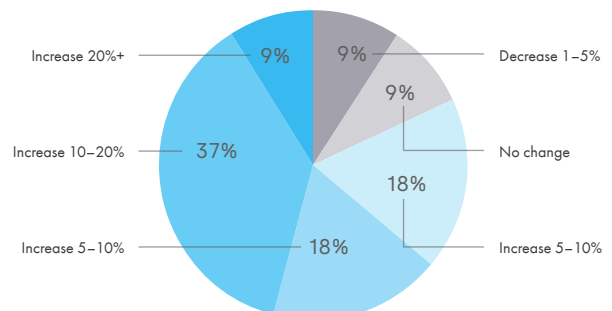
• When pricing an A2P message, there are important elements for an MNO to consider such as market rates, different traffic streams, seasonality, as well as overall market adoption of in comparison to other channels of digital communication. In reality, there are different price points enterprise organisations

are willing to pay for an SMS depending on its criticality. Therefore, it is imperative for the MNOs to consider implementing flexible and complex pricing models to ensure SMS as an attractive as sustainable communication channel for business communication. By accommodating pricing elasticity, MNOs could see

a significant increase in their A2P volumes and revenues. Through legacy systems and processes, MNOs are often unable to build a full, accurate understanding of the various traffic streams and enforce and govern the pricing strategy without the fear of auto cannibalisation.

MARKETING A2P SMS NEXT YEAR

- Pricing evolution in the next year
- according to Juniper Research study.



Stay in control

THE SOLUTION

Traffic management and charging platform for A2P messaging.

Smart Charge is a rating, charging and traffic management solution that enables MNOs, aggregators and messaging hubs to fully capitalise on A2P traffic by enabling pricing on different parameters for effective revenue generation.

Differentiated charging per destination

A2P messaging charged at different levels of granularity, such as by country and/or network.

Differentiated charging per categorisation

A2P messaging charged on content based on a combination of it being either priority traffic or normal traffic; by sender ID or brand and finally, by message type – 2FA or MFA or marketing.

Differentiated charging based on volume per client

Tiered pricing based on messages sent (volumes) per client.

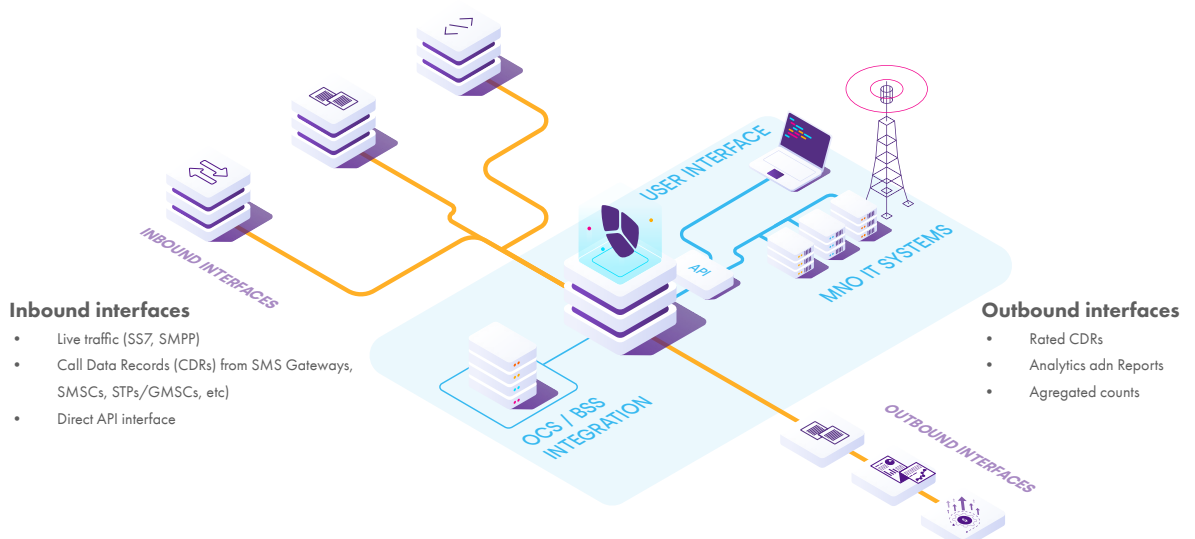
Smart Charge Combination

A2P messaging charged through a combination of timing, category, content, and volumes per client and supplier connection destination (MCC/MNC).

Enabling the smart ecosystem

Extending the positive impact with easy to integrate solutions focusing on control, visibility and actionable insights, control and execution of commercial strategies to maximise MNOs revenues.

HOW IT WORKS?



TRUSTED BY

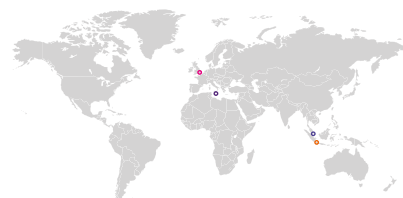


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