



Executive Summary

In forthcoming years, telecommunication providers will face the increasing challenges of finding new ways how to monetize new business models and leverage customer data by investing in analytics. The most innovative one will nevertheless succeed in launching new bundled services and embrace customer analytics to win on field of customer acquisition and operational excellence.

BellaDati allows carriers to become business enablers by extending their offering for B2B clients with bundled business applications. Within a single product, customers get complete stack of cloud solutions for doing business online and immediate insight into all aspects of their business in single mobile BI.

Current Trends in Telecommunication Industry

Having finally recovered fully from the global economic downturn, the industry had to contend with the ongoing issues of how to grow and become more profitable. Market Research Reports outline key challenges to lay in monetization of new business models and leveraging customer data by investing in analytics. Furthermore, wholesales carriers need to face:

- Decline in revenues and margins as a result of regulation and intense competition
- Increase in customer churn and losing share to lower cost producers
- Rethink roles within the PC and mobile value chains
- Utilization of investments into existing infrastructure and data centers
- Utilization of available customer centric data

Future Vision - Bundled Service Offering

Even as wholesales carriers defend their core business from interlopers coming from outside the traditional telecom space, telecom players must themselves seek out opportunities in adjacent sectors. Which areas they decide to venture into, and to what degree, will depend on their chosen business model. Various surveys researched that 15 percent of respondents (or the second most important driver) for increasing revenue in forthcoming three years will be Bundled Service Offerings.

	% in 2013	% in 2012	% in 2011
Emerging digital distribution methods	34	20	16
Bundled service offerings	15	7	10
Increased Internet access and availability	13	8	17

BellaDati is Agile BI, Pure Web Application, Complete BI Solution for Telco Operators



Cloud or On-Premise

Deploy in the cloud or install On-Premise. All you need is web-browser or mobile device.

Analytics Platform

with API and SDK for creating Embedded Data Solutions. Deliver BellaDati as Your Brand.

Mobile BI

Pull reports out of your pocket on- or off-line with BellaDati Mobile for iOS and Android. Filter, share and comment or harvest new data on the go.

Telco Apps

Take the fastest paths. Leverage pre-built Telco dashboards, reports and measures to cut down costs and time.

BIG Data and Predictions

In Memory Real time Statistics and Prediction with SAP HANA.

NO-SQL/SQL biz data integration and analysis

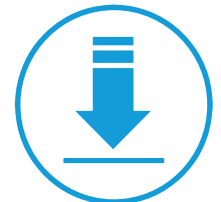
from more than 100 databases, APIs, Cloud Solutions and Social Networks.

Social network for Data Discovery

Realtime collaboration on the insights. Search, share, copy, export, get notified on data changes.



BellaDati Cloud



BellaDati On-Premise



Telco Bundled Applications with BellaDati

It is obvious that in order to successfully embrace challenges and mitigate risks, operators must identify and exploit new business models as well as deploy customer data analytics in large extend.

“ One of the most promising business model is to position operator into the role of business enabler. The business enabler assists its business customers in capturing the benefits of digitization through reliable virtual networking, cloud services, and other integrated services and applications.”

Recommended Bundle

BellaDati allows wholesales carriers to become business enablers by extending their offering for B2B clients with bundled business applications solution.

- BellaDati platform connects and integrates data from numerous business applications focused on Service Desk, CRM, Accounting, Marketing Automation, Social Networks and presents and visualizes business data through pure web application or mobile devices.
- Within a single bundle, customer gets complete stack of cloud apps for doing business online.
- Thanks to pre installed BellaDati app on all devices for corporate customers, they get immediate insight into all aspects of their business from single point.



Bundled Business Applications Offering for Customers



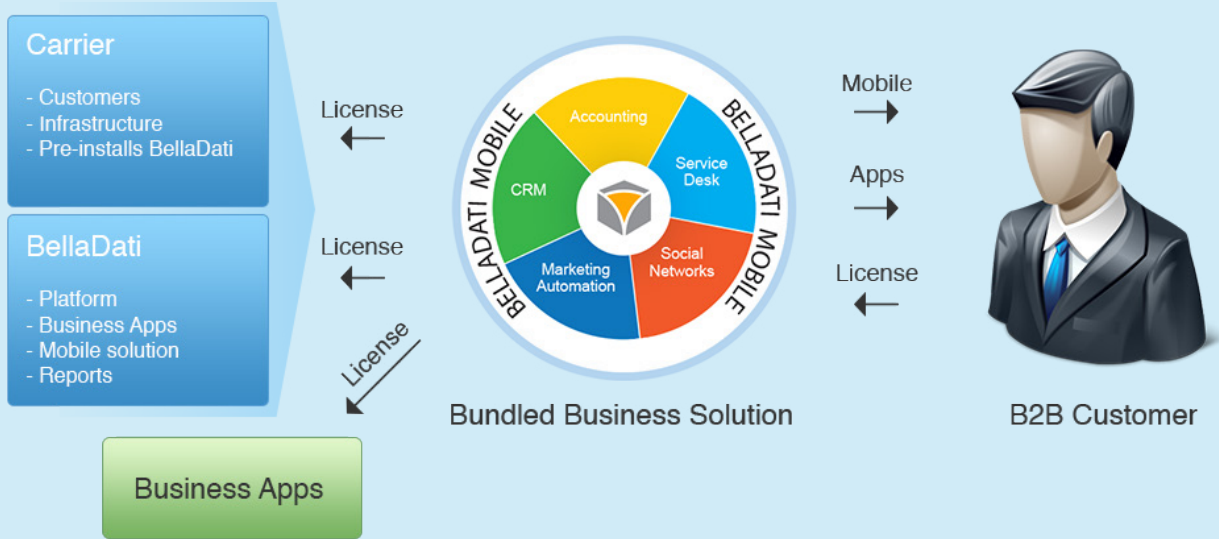
Typical Deployment of Bundled Business Apps

Typical Deployment

Bundled Business Applications and Business Intelligence are delivered by telecommunication operator to customer as a single SaaS product.

- Carrier provides extensive cloud infrastructure and network for BellaDati and selected applications from the business bundle.
- BellaDati connects and integrates all data from the bundle and provides standardized reports for every aspect of the business.
- Customers access bundled applications hosted in carriers cloud via web browser.
- BellaDati Mobile is pre-installed on all corporate smartphones to provide smart solution for doing business online.
- Customers get immediate access to all business reports and collaboration via BellaDati Mobile.

Recommended Business Model



Carrier

- provides access and markets solution to all corporate customers
- hosts and operates extensive cloud infrastructure and network
- pre-installs bundled BellaDati mobile solution to all devices for corporate clients

BellaDati

- Provides Business Intelligence platform for business applications integration
- Selects and recommends producers of cloud business apps
- Solves data integration, visualization and provides domain knowledge
- Delivers bundled mobile application

Customer

- Gets all business apps in single package
- Receives pre-installed solution on all mobile devices
- Purchases cloud license of Bundled Business Solution

Benefits

- Diversify and introduce new unconventional revenue streams
- Become business enabler by delivering bundled business solutions
- Mitigate risks of customer churn
- Leverage investments into existing infrastructure and data centers
- Deliver business data, reports and analyses
- Provide mobile app for immediate insight into all aspects of business from single point



Ask for more use cases...

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