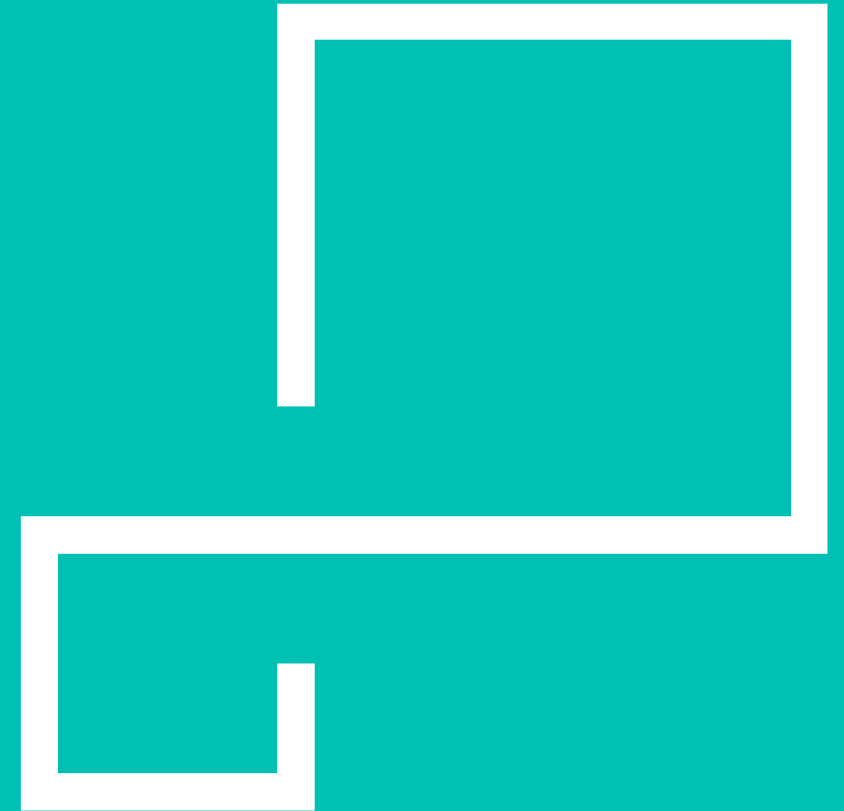


Monetization in today's world

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May 2023

syniverse[®]



What does monetization look today/tomorrow

The world is getting more complicated

Your world is changing

Yesterday

- 3G/4G
- M2M
- TAP
- Retail pricing
- Simple charging models
- Traditional Charging

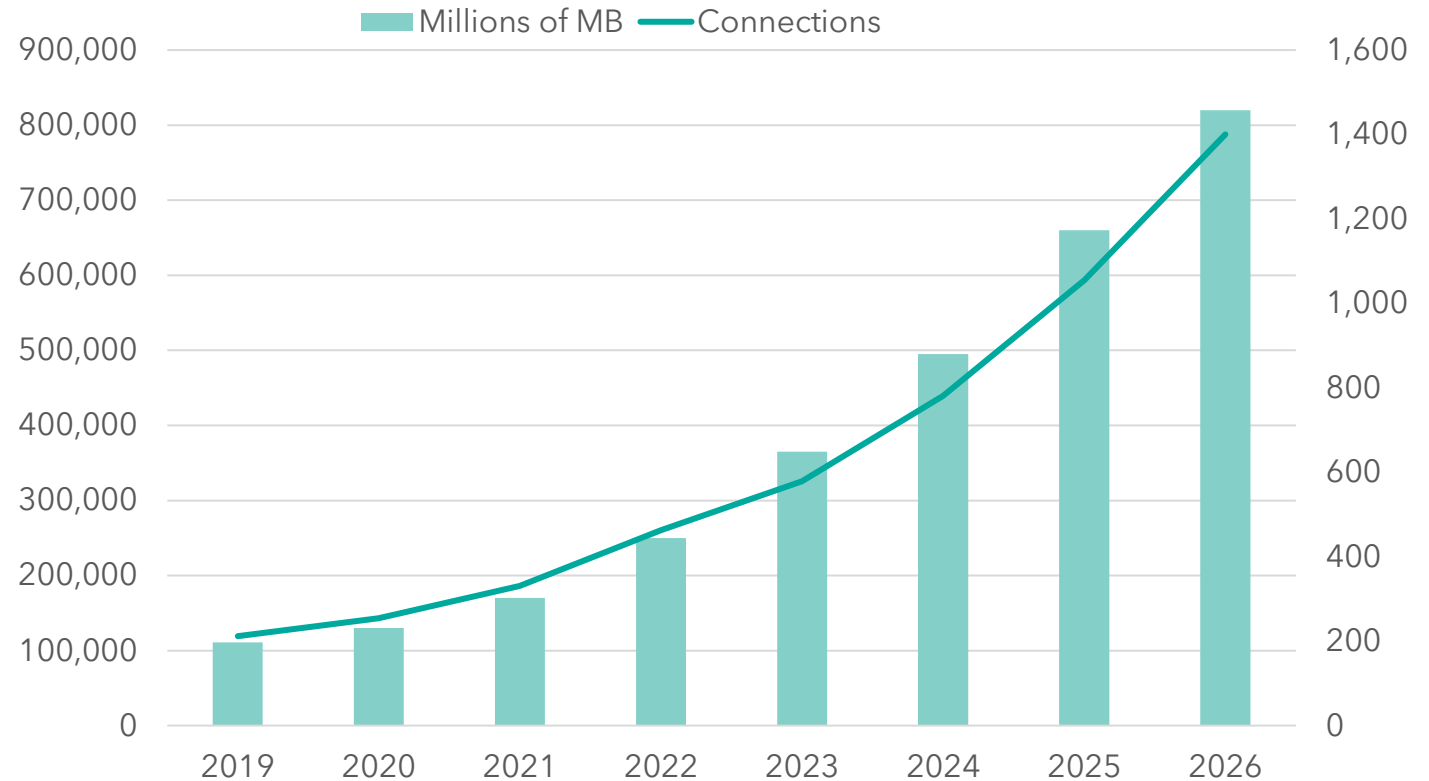
Today/Tomorrow

- 5G/6G
- NB IoT/M2M
- BCE - Billing and Charging Evolution
- Private Wireless
- Wholesale pricing
- Complex charging models
- Non-Traditional Charging

IoT Roaming Opportunity and Outlook

2019-2026 projection (in millions).

- It is estimated that IoT roaming devices will increase from 212 million in 2019 to 1.4 billion by 2026
- Permanently roaming IoT connections presently support the bulk of IoT roaming devices, accounting for some 79% of all IoT roaming connections.



Source: Kaleido.

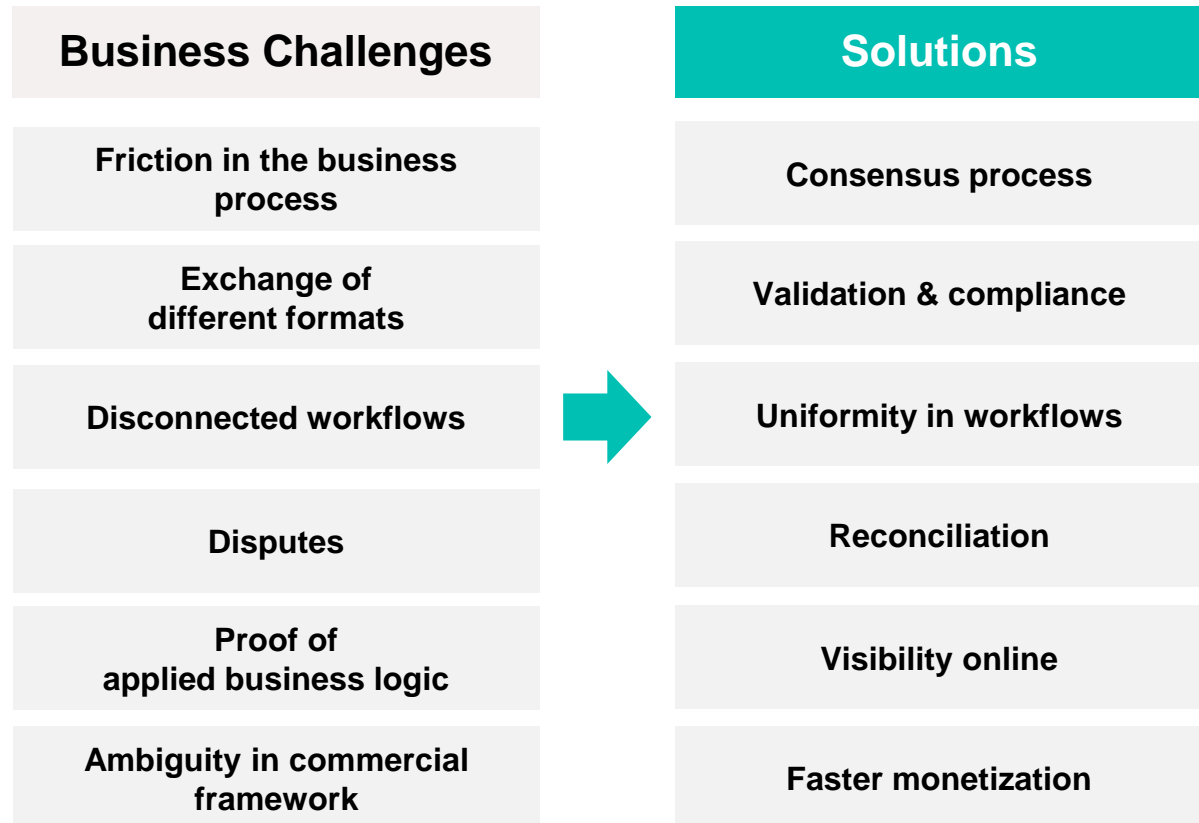
Business Challenges to Monetization

Complicated - but manageable

More and new...

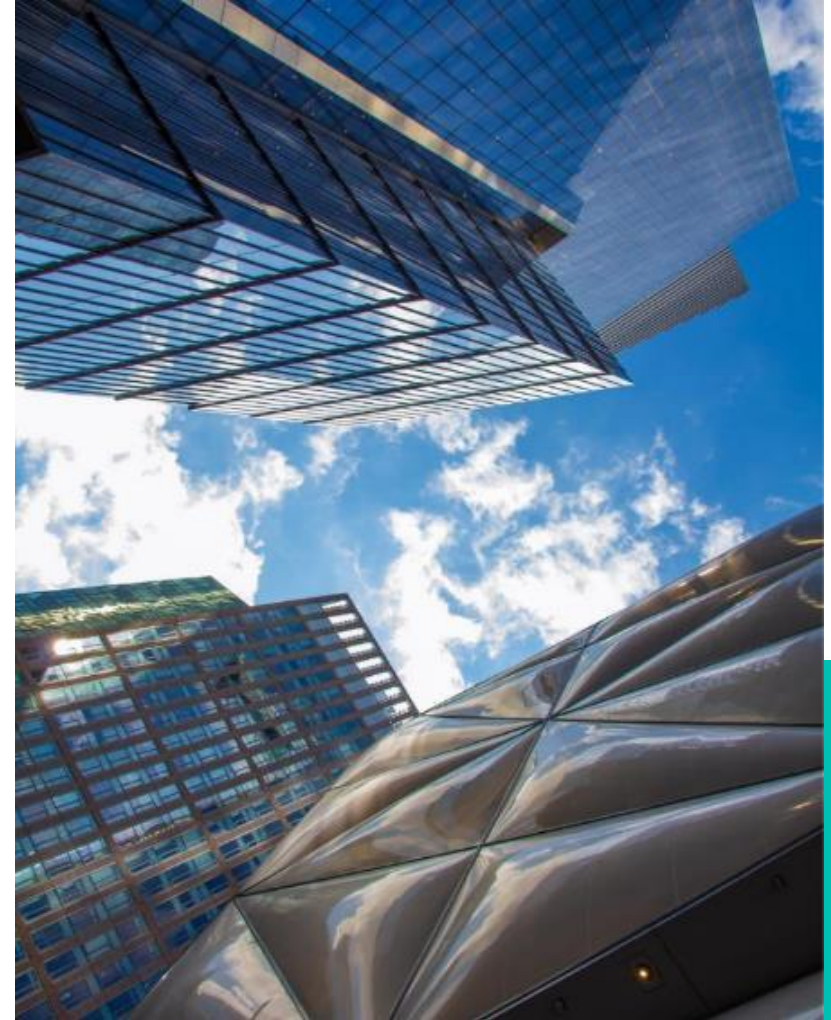
- Networks
- Technologies
- Business partners
- Use cases
- Usage patterns
- Commercial models

Need to adapt a new, better and standardized way of doing business

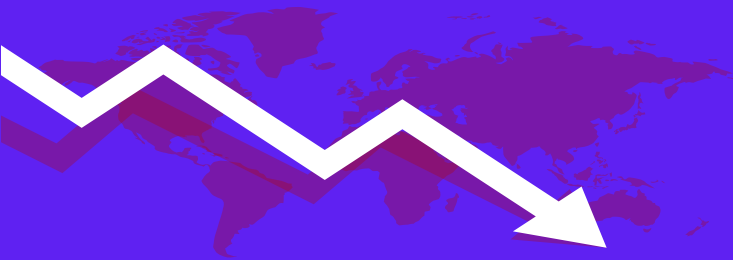


What does this mean for your business?

A massive opportunity?
Or the perfect storm coming your way?

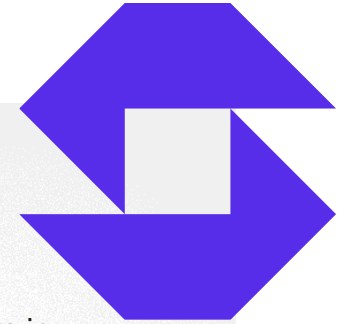


What is the expected outcome if you take no further action?



- TAP is inadequate and the process is too rigid for 5G and/or IoT
 - Inability to differentiate between traffic types
 - Labor intensive, manual settlement is required
- Legacy billing models impractical for Roaming IoT
- High likelihood that the cost to implement TAP billing will be higher than the revenue generated through the process for IoT
- Roaming IoT (RIoT) devices consume network resources with no corresponding revenue
 - Consume signaling but do not generate wholesale billing record
 - Static device scenario is particularly harmful as the period of cost impact can continue indefinitely
 - Network alerts intended for human subscribers is generated unnecessarily

What Is The Opportunity If You Build A Monetization Strategy Now?



- Network operators are poised to become the pivotal enablers in this technological wave
- Identify, categorize and monetize untapped revenue streams
- Understand what's happening on your network and how to turn insights into opportunities
- Create financial win-win situations with your wholesale partners
 - Change who you are doing business with
- Implement Wholesale charging strategies that support retail = retail usage drives wholesale/wholesale enables retail
- Use case/usage pattern-based wholesale charging
- Automate operational processes from transaction to settlement and scale your business

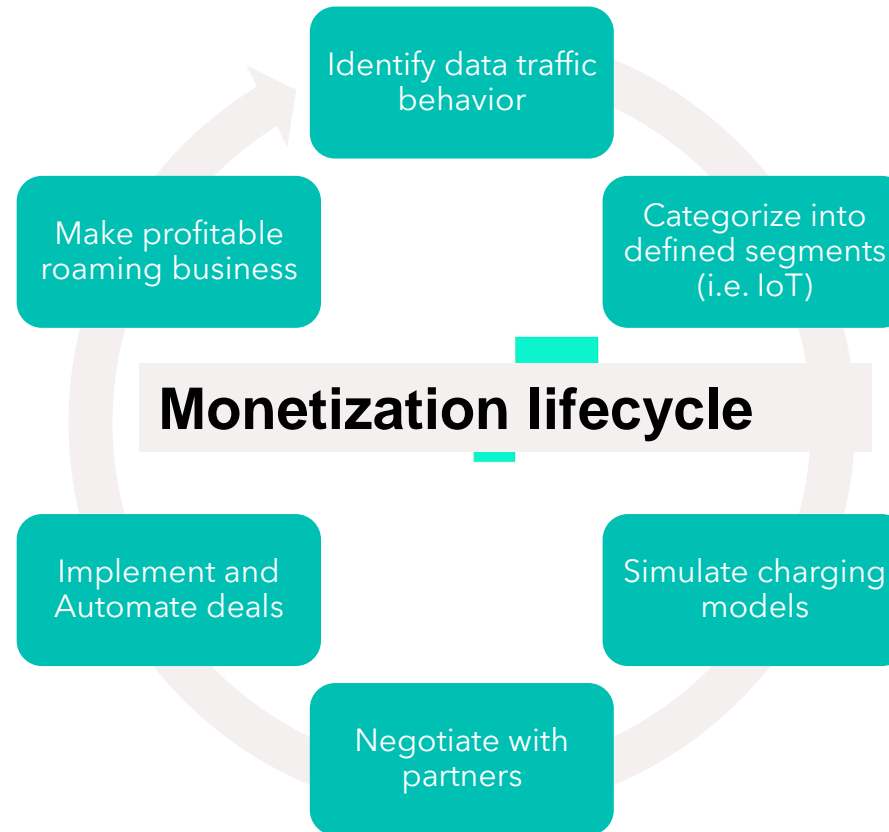
The impact on your roaming ecosystem



- A surge in volume
- Proliferation in the number of device profiles
- A greater variety of network technologies in use
- New standards for clearing - BCE
- The need for innovative pricing models
- Adding flexibility that doesn't exist today

How to monetize your traffic

Identify → Categorize → Negotiate → Monetize.



Thank You

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