# STL

# dTelco™

Enabling you to be a
Digital Lifestyle Provider
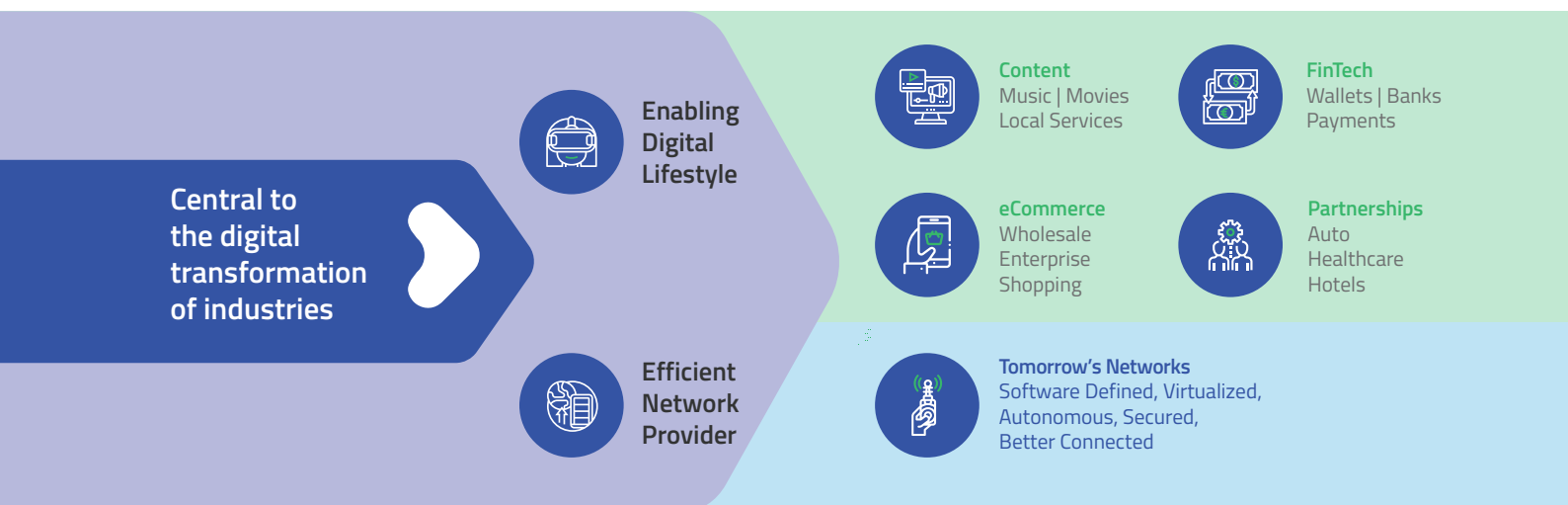
# The Game is Changing

Today's world is rapidly shifting towards digital, driving telcos to digitize their services, offerings, business processes and models. In the last decade or so, the telecom industry has faced severe competition from OTTs and peripheral players, posing several business viability challenges.

However, with the rise in emerging technology (5G, IOT, IIOT, edge computing, data analytics, MI, AI etc.), there is an emerging reverse wave. The possible future options for telcos/CSPs are becoming clearer and the way it can design a disruption in a lot of verticals is more accessible than ever before.

This is a time when telecom is poised to disrupt many industries, viz. education, transportation, entertainment, content streaming, and several others.

## Telcos as new lifestyle disruptors to create customer emotional dilemmas

**Central to the digital transformation of industries**

**Enabling Digital Lifestyle**

**Efficient Network Provider**

**Content**
Music | Movies
Local Services

**FinTech**
Wallets | Banks
Payments

**eCommerce**
Wholesale
Enterprise
Shopping

**Partnerships**
Auto
Healthcare
Hotels

**Tomorrow's Networks**
Software Defined, Virtualized,
Autonomous, Secured,
Better Connected

The connected devices and the empowered digital native customer demand telcos to provide differentiated, innovative customer experiences. Telcos are moving towards innovation-led, and focused on disruptive technologies, insights, and processes to enhance customer experiences and operations.

With comprehensive capabilities, telcos have an opportunity to offer:

**Freedom of choice, expression and use**

**Feeling of privilege to be associated/user**

**Care, listen, respond, deliver**

**Awesome experiences driving customer advocacy**

# Introducing dTelco™

**dTelco™ is a concept of Digital Evolution from traditional siloed telco model to customer centric, agile, data driven model through a modern business platform.**

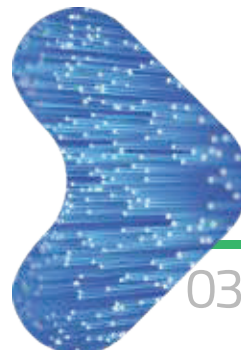## Experience. Empowerment. Partnerships

**01** ME-FIRST strategy - for millennials and Z-gens who live in a digital world.

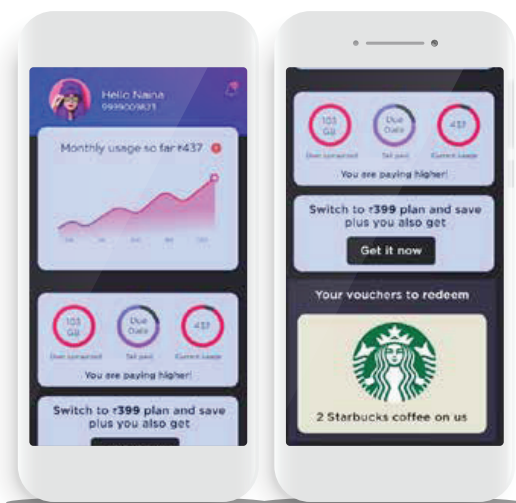## Faster. Simpler. Easier.

**02** Remove legacy thinking, processes and friction.

## Digital. Elastic. Analytics Driven

**03** Powered by technology, born in the cloud re-inventing every day living of telcos.

# Re-invention to Enable Digital Natives

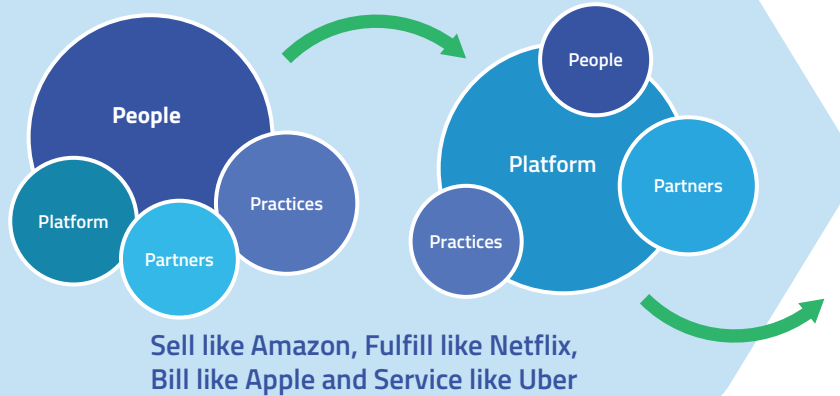## For young millennials, who are always connected and use smart devices

Digital Telco is a service provider who provides connectivity bundled with innovative offerings and self-service. Unlike traditional telecom operators, Digital Telco delights its users (customers and partners) by providing hyper-personalized digital experience, while reducing the operational cost to become a leading lifestyle provider.

# dTelco™ Vision and Values

## Powered by Tech, Born in Cloud - re-inventing every day living of Telcos

### dTelco™ Vision

People

Platform · Practices · Partners

People · Platform · Partners · Practices

**Sell like Amazon, Fulfill like Netflix, Bill like Apple and Service like Uber**

### World Driven by Zeros & Ones

Zero-touch onboarding consumer
& partner (self-onboard)
Zero-touch scale
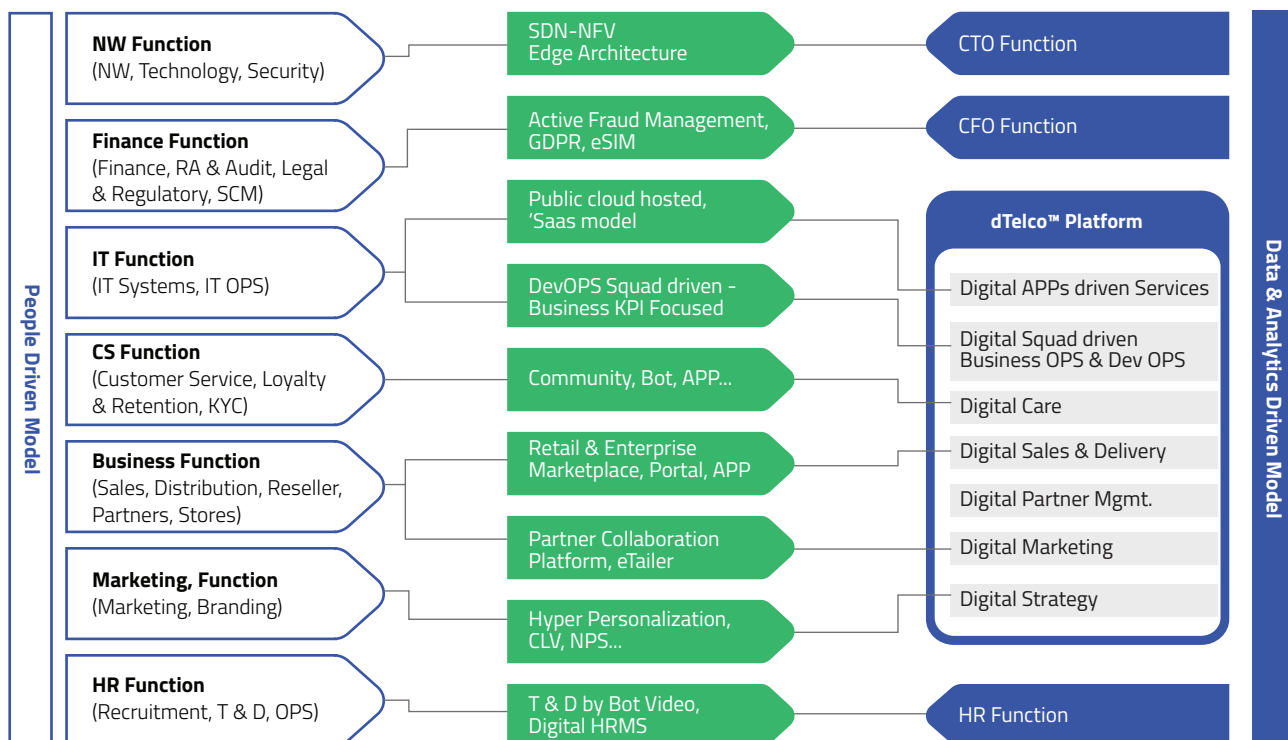Zero-touch monitor (observability)
Zero-touch operate (bpa, rpa)

ONE digital identity
ONE customer personality (persona) catalogue
ONE product catalogue
ONE payment catalogue
ONE channel catalogue
ONE distribution platform (physical, digital)
ONE data lake
ONE data mastership

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Lower People Cost · Customer Obsession · Platform for lifestyle goods and services

### Values of dTelco™

- Delightful experience creator (customer & partner) – NPS > 70.
- Disruptive (in the market) – a Trendsetter.
- Focused on consumers and growth, as opposed to operations and tactical issues.
- Removes friction, from process to product, from people to performance.

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## Traditional Telco

## dTelco™

**People Driven Model**

| Traditional Telco | | dTelco™ |
|---|---|---|
| **NW Function** (NW, Technology, Security) | SDN-NFV Edge Architecture | CTO Function |
| **Finance Function** (Finance, RA & Audit, Legal & Regulatory, SCM) | Active Fraud Management, GDPR, eSIM | CFO Function |
| **IT Function** (IT Systems, IT OPS) | Public cloud hosted, 'Saas model | **dTelco™ Platform** |
| | DevOPS Squad driven - Business KPI Focused | Digital APPs driven Services |
| **CS Function** (Customer Service, Loyalty & Retention, KYC) | Community, Bot, APP... | Digital Squad driven Business OPS & Dev OPS |
| | | Digital Care |
| **Business Function** (Sales, Distribution, Reseller, Partners, Stores) | Retail & Enterprise Marketplace, Portal, APP | Digital Sales & Delivery |
| | Partner Collaboration Platform, eTailer | Digital Partner Mgmt. |
| **Marketing, Function** (Marketing, Branding) | Hyper Personalization, CLV, NPS... | Digital Marketing |
| | | Digital Strategy |
| **HR Function** (Recruitment, T & D, OPS) | T & D by Bot Video, Digital HRMS | HR Function |

**Data & Analytics Driven Model**

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**Siloed business function to an integrated business function through a common dTelco platform**

# Benefits:

## 1 Designed for Customer Obsession

**Insights driven customer interactions**

**Design Thinking led BizDevOps for Concept-to-Market**

**A/B testing via Customer science**

**Quick prototypes UX/UI Changes and Configuration driven Process Changes**

## 2 Seamless brand engagement delivers

### Experience, Empowerment & Partnership

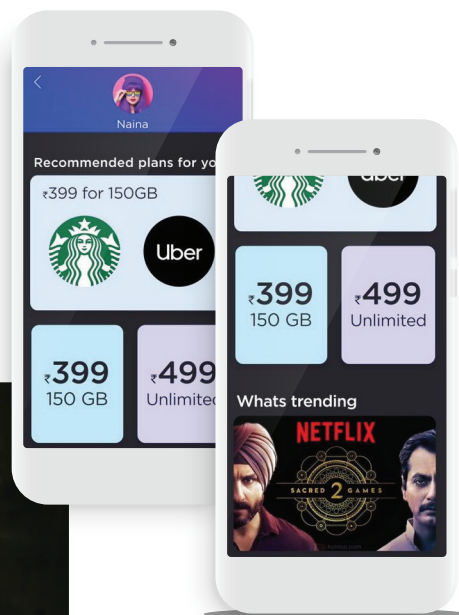Empowering customers, partners & enterprises by offering hyper personalised experience for purchase/sell of anything, anywhere, anytime.

### How

Distinctive, low-touch, self-service experience

Partner products and services bundling

Completely personalised services, marketing, and experiences

dTelco™ will deliver NPS upward of 70

**40%** Reduction in subscriber acquisition time

**20%** Improvement in click through ratio in journey

**16%** Straight through purchase orders

# 3 Innovation with **Partnership, Marketplace & Platforms**

Singular focus – delivering success **every single day:**
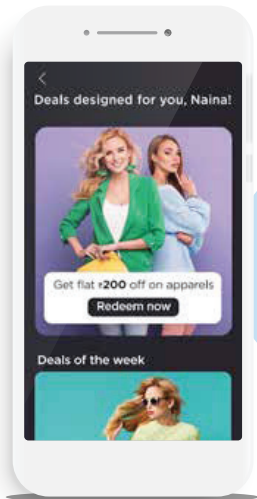
**dTelco™ Partner Use Cases**

**PAY**
- QR Code based In-store Merchant payments
- Proximity Payments - NFC / Audio NFC
- Buy now, Pay Later payments

**FINANCIAL SERVICES**
- Lending - Traditional & Micro
- Investments - Mutual Funds, Gold & Robo advisory
- Credit Card - Stand Alone, Co-branded
- Insurance - Micro, Travels, Life & Health
- Bank Accounts

**SUPER APP WITH PARTNERS**
- Ads + Vouchers with Personalized Targeting
- Bookings - Bus, Flights, Hotel,Movies & Events
- Donation, Utility Bill, Tax & Government Payments

**ENTERTAINMENT**
- Video, Audio & Gaming Streaming OTTs
- Education MOOCs such as Coursera, udemy
- Regional & International Live Events
- Magazines, Book & Audio Book Partnerships

## A comprehensive and disruptive marketplace

| **Any Acquisition** | **Any Targeting** | **Any Monetization** | **Any Synergy** |
|---|---|---|---|
| - Bundling<br>- Lead Gen<br>- Affiliate Model<br>- QR Code based<br>- On Mobile Intents | - Age, Gender<br>- Location - Current, Work, Home<br>- Device<br>- Network<br>- Channel - Acquisition, Engagement | - Revenue Share Flat fee, %age share<br>- Reconciliation Automated with Conflict resolution<br>- Settlement - T+1, T+3, Instant | - Data Exemption<br>- Offline Benefits<br>- Vouchers or Gift Cards<br>- Memberships (Prime) |

# 4 Rapid Targeted Offer Rollout

Higher-value customer interactions, better cross-sell and up-sell offer acceptance rates, and a better customer experience overall.
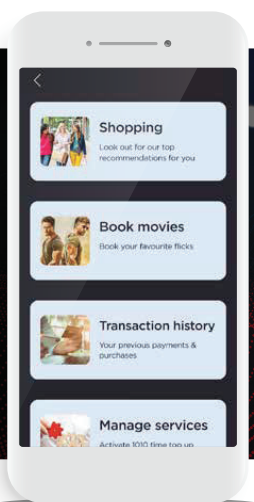
## Faster. Simpler. Easier.

Lean, mean platform to reduce friction between platform, people and processes.

## How

Ultra fast target offer creation.

Faster software installation & update.

Zero-touch, digital service delivery.

**4x** 4x Faster Installation

**80%** Up to 80% reduction in time to market

**70%** Up to 70% reduction in delivery Time

**9%** 9% reduction in Query Time

# 5 Digital First, DevOps-based Smart Operations

## 1 360 OWNERSHIP & ACCOUNTABILITY
### SQUAD DRIVEN STRUCTURE

Covering all support aspects of dTelco™ platform

- Infrastructure (hardware & software)
- IT service management (IT service desk, fault & problem management, config management, security & reporting)
- dTelco™ platform maintenance & development
- Product launch support

## 2 DIGITAL FIRST OPERATIONS
### DEVOPS BASED MANAGED SERVICES KPIs

- Razor-sharp focus on customer experience with digital KPIs based scorecard
- Omni-channel customer self-service operations - with automation for resolving high-volume transactions
- Customers (and community) as operations agents

## 3 FOCUS ON BUSINESS AGILITY
### DESIGN THINKING LED BIZDEVOPS

- Shorten the concept-to-market timeline - with design thinking led BizDevops
- Involvement in concept creation & evaluation up to launch of product in market

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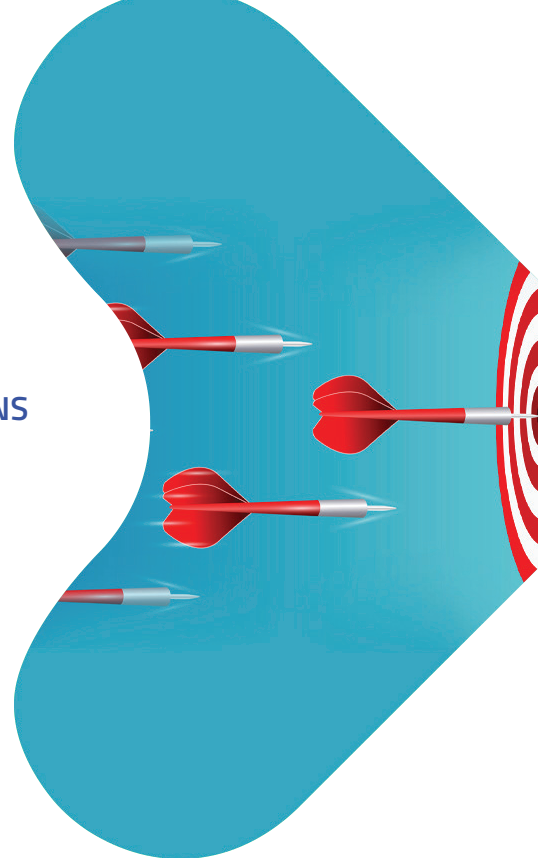
## Digital. Elastic. Analytics-Driven.

Digital core based on cloud proven technology to reduce operation cost, while bringing experience & innovation to customers, partners & networks.

### How

Data core and insights engine

Auto-scale, zero-touch, zero-downtime upgrades

Software-defined, self-healing networks

**50%** Up to 50% reduction in hardware TCO & troubleshooting time

**70%** Up to 70% increase in monetization revenue

**50%** Up to 50% reduction in data duplicity and improved data integrity

# STL

## www.stl.tech

STL is a global leader in end-to-end data network solutions.

We design and deploy high-capacity converged Fiber and wireless networks. With expertise ranging from optical Fiber and cables, hyper-scale network design, and deployment and network software, we are the industry's leading integrated solutions provider for global data networks. We partner with global telecom companies, cloud companies, citizen networks and large enterprises to design, build and manage such cloud-native software-defined networks.

STL has innovation at its core. With intense focus on end-to-end network solutions development, we conduct fundamental research in next-generation network applications at our Centres of Excellence. STL has strong global presence with next-gen optical preform, Fiber and cable manufacturing facilities in India, Italy, China and Brazil and two software-development centres.

**Mobility Solutions**

**Access Solutions**

**Core Network Solutions**

**Network Modernization**

**Data Centre Solutions**