



REDKNEE
Looking Beyond

Redknee – Japan

March 2015

REDKNEE is the largest independent provider of real-time monetization & subscriber management software

1,500+

employees strong represented in over **50 countries**

100 million+

subscribers supported in one customer deployment

16

International offices - operations, R&D and delivery centers

200+

customers across 90 countries

Over 2.4

Billion Subscribers supported



"IDC believes Redknee provides a compelling solution that offers a rich BSS portfolio and is able to deploy its offerings to suit a CSP's particular situation or requirements."

Supporting one third of the world's population at 200 service providers across 90 countries



Creating new hybrid market segments

- › Providing converged charging to over 43 million customers across 5 southern African countries



Cloud-based wholesale helps improve competition and agility

- › Ability to onboard a new MVNO in just weeks
- › Flexible system allowing for complex event charging
- › Supporting five MVNOs today



Seamless transition between Wi-Fi and cellular

- › 63% of users continued to use cellular roaming data when Wi-Fi was not available
- › Low-risk investment strategy



Competitive campaigns spur revenue growth

- › Participants doubled within 4 weeks
- › Average call duration doubled
- › 10% increase in overall revenue



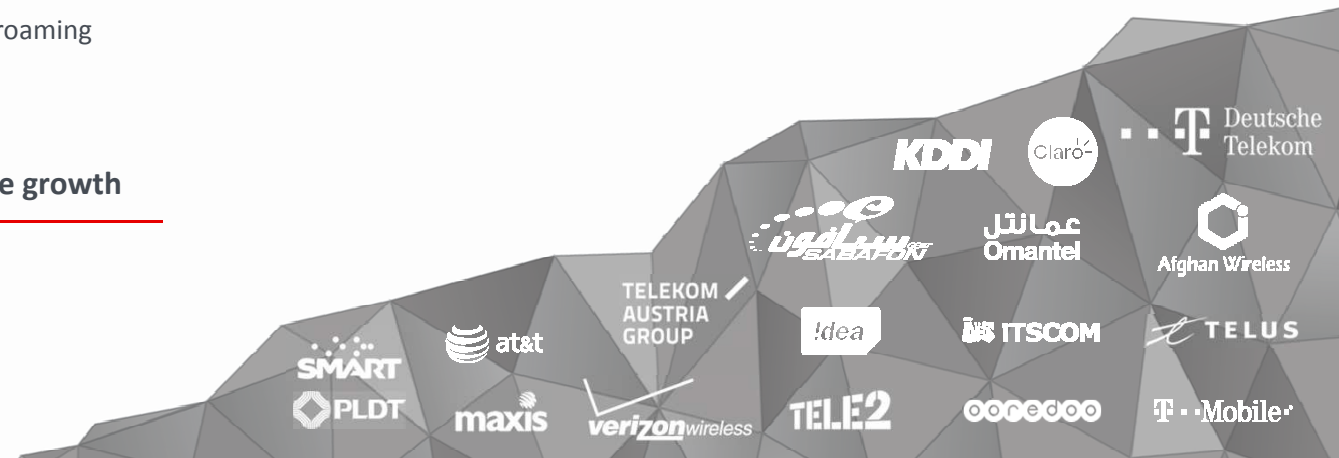
Expanding into new markets

- › Digicel and Redknee are providing an alternative solution to the existing energy payment method, where rural customers had to travel long distances to vending sites that were only available during business hours



Virtualization drives technology efficiency and speed at Vodafone Germany

- › Costly migration of applications with different lifecycles is eliminated
- › Elastic computing capabilities for greater agility and cost savings
- › Peak-use congestion avoided without adding more hardware
- › More efficient use of available capacity shared across multiple applications running in the same cloud



Worldwide team with expertise in deploying large-scale, end-to-end monetization systems



Redknee helps service providers unlock the potential of the connected customer



Flexible, real time charging, policy & billing solutions that meet the needs of the **Connected Customer**



Provide new and adaptable payment methods for **new vertical offers** and the **Internet of Things**



Monetize new data services such as **voice over LTE (VoLTE)**, **HD video**, **sponsored data**, **roaming control**, **Wi-Fi offload** and more



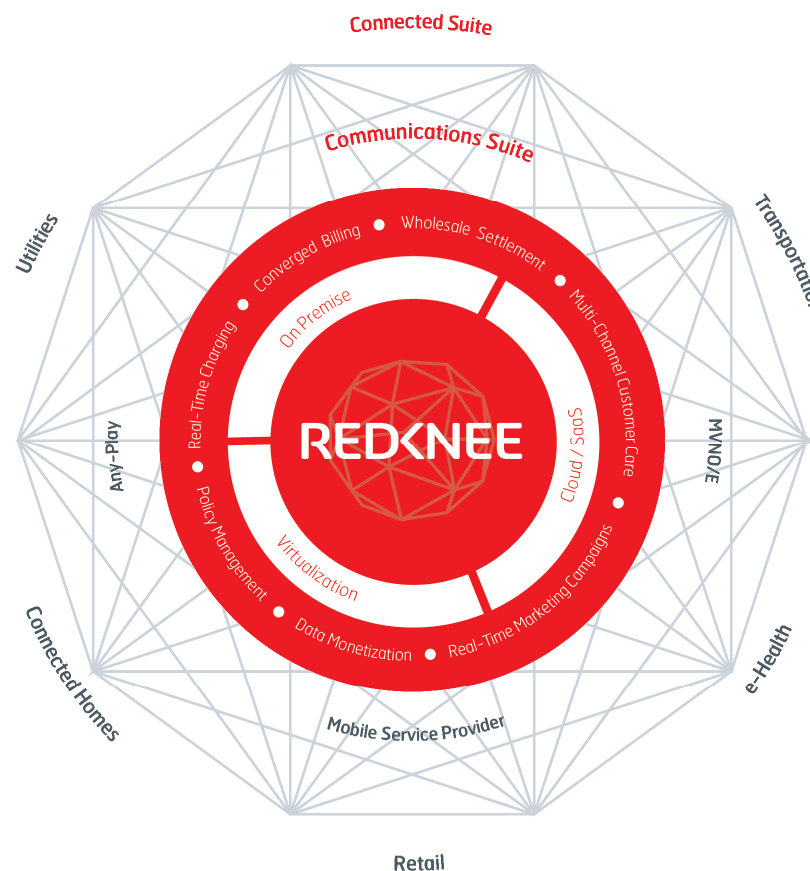
Deliver flexibility, agility and scalability with **on-premise**, **cloud-based**, and **Software-as-a-Service** solutions

Powered by Redknee Unified, our solution suites address the needs of today's digital ecosystem

Redknee Communications Suite

Solutions for monetizing communications services across any technology:

- › Wireless, wireline, cable, MVNO, any-play
- › 3G, 4G/LTE



Redknee Connected Suite

Enabling businesses to monetize IoT services across various industries:

- › Utilities and smart meters
- › Transportation
- › Retail
- › Connected home

Doing Business in Japan

- › Over the last 3 years, Japan has become one of the top 3 markets for Redknee
- › Redknee first entered Japan in 2009
- › Delivering solution in both mobile service provider as well as vertical markets

› Opportunities

- › Technology leadership
- › Liberalization towards Global Solutions both in Telecom & Utilities Industry
- › Good Economic Momentum

› Key Characteristics

- › Strong Competition – Global & Local Suppliers
- › Market Adaptations Need
- › High Quality and Delivery On Time is mandatory
- › Close and Intimate Customer Relationship
- › Step by Step approach to gain trust and track record

› Challenges

- › Japanese Language and Documentation, and Business Practices
- › Hire and Train High Skilled Local Staff
- › Build Brand Awareness
- › Engage and find correct Partners



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