

MONETIZE PREPAID MOBILE DATA WITH ALEPO

An Alepo Solution Brief

INTRODUCTION

According to the GSMA, 77% of today's mobile connections worldwide are prepaid, and this number is holding steady.¹ What's more, prepaid mobile subscribers today are consuming more mobile data services than ever before, thanks in part to the increasing affordability and accessibility of smartphones and high-speed mobile broadband on 3G and 4G LTE networks.

With the right approach to **monetizing prepaid mobile data services**, mobile network operators can leverage this growth opportunity in the prepaid data market in order to drive up revenue, ARPU, and market share.

A New Era of Millennials and Mobile Apps

A driving force behind today's prepaid mobile data market are Millennials, today's coming-of-age consumers (18 – 34 year olds) who are digital natives, mobile first, and have vastly different purchasing habits than their parents. In some markets, they make up the overwhelming majority of prepaid mobile subscriptions. One recent survey found that in Asia-Pacific, 72% of mobile users between 15 – 24 years' old are prepaid.²

What's more, Millennials are mobile app hungry. In the U.S., they spend, on average, 90 hours per month using mobile apps, mainly video streaming (e.g., YouTube, Netflix), social (e.g., SnapChat, Instagram), music streaming (e.g., Pandora, Tidal), and messaging (e.g., Viber, WeChat).³

With an advanced prepaid data monetization solution, operators can win over this customer segment with contextual prepaid data offers based on popular mobile apps, content, and fast-moving mobile trends. For example, an operator may advertise a low-cost prepaid data plan that excludes all SnapChat data usage (i.e. Unlimited SnapChat). This enables operators to create targeted offers that resonate with Millennials' digital lifestyles without infringing upon the operators' other customer segments and traditional postpaid revenues.

Understanding Prepaid Mobile Subscribers' Digital Lifestyles

Traditionally, the line drawn between prepaid and postpaid subscribers has been ARPU. Postpaid subscribers are often considered to be more loyal, higher value, and lower risk customers than prepaid subscribers. However, in an ever-evolving mobile landscape, prepaid mobile data services look increasingly attractive to a wide and diverse range of customers: students, seniors, frequent travelers, budget-conscious families, and teenagers. In prepaid, the availability of granular, on-

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demand services, real-time usage alerts, a la carte offerings, and convenient top-ups via mobile app or USSD makes it an appealing choice for mobile subscribers who want greater flexibility and control over their data experiences. “Prepaid vs. Postpaid” is no longer a question of ARPU alone. Instead, operators must consider prepaid mobile subscribers’ preferences and habits.

Prepaid Subscribers’ Preferences	How to Win Them Over
Value Conscious: Prefer to pay in smaller increments; avoid extra fees associated with postpaid plans.	Prepaid plans, data pass, and pay-as-you-go offers at multiple price points, tiered services based on speed, volume, and validity for every budget.
Freedom & Flexibility: Avoid long-term contracts with fixed services and rates; Prefer dynamic services that meet their digital needs and budget in the moment.	On-demand services like temporary bandwidth speed boosts and contextual offers like app-specific data passes, location-based offers, and day or night-only usage.
Not One-Size-Fits-All: Want services that reflect their digital lifestyles: social apps, messaging, music streaming, etc. Not interested in paying for services they don’t need or one-size-fits all plans.	Personalized offers targeted at niche customer segments: teens, travelers, seniors, families, etc. that create added value and give the impress that the operator truly understands their needs.
Online Shopping: Want instant, simple purchase options rather than paying a monthly invoice.	SMS, USSD, and native mobile app shopping experiences that are familiar and convenient.
Real-Time Usage: Closely monitor data usage and want full control in how and when to top up.	Self-care mobile app to track real-time usage and manage services; Automatic SMS usage alerts.
Buh-bye: Churn more readily, especially pay-as-you-go users; Shop frequently for better offers.	Incentives like data rollover, pass extensions, and recharge offers that keep subscribers engaged.

In addition, the availability of multi-SIM mobile phones enables prepaid mobile subscribers to dynamically select from multiple SIM cards for every call, SMS, and data session. This subset of subscribers constantly compares the plans and promotions available to them at any given time, making customer retention a per-call or per-session challenge. To win every call, operators must be able to compel prepaid subscribers to continually use services.



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ALEPO PREPAID MOBILE DATA CHARGING SOLUTION

Alepo offers a complete, carrier-grade solution for data monetization that enables mobile network operators to seize on the emerging revenue opportunities in the prepaid mobile data market. With it, mobile network operators can readily introduce or evolve their prepaid mobile data business with market-ready use cases for app- and content-specific offers, pay as you go, recharge rewards and data rollover, location-based service, shared family data packs, and so much more.

Alepo's Prepaid Data Charging solution is designed to give mobile network operators the competitive edge as a cool, digital lifestyle brand that stays ahead of the latest digital trends and delivers on subscribers' demands. It is a highly responsive environment that slashes offer creation to minutes and streamlines the entire offer lifecycle so that operators can spend less time on complex configuration and more time on creating happy and loyal prepaid data customers.

Alepo's Prepaid Data Charging solution contains all of the functionality and components needed to create a successful prepaid mobile data business model. It combines Alepo's advanced policy and charging control ecosystem, rapid service creation environment, and sophisticated subscriber tools to deliver end-to-end functionality and rich customer experiences. From its pre-built library of constantly evolving use cases to its drag-and-drop service designer to an award-winning mobile app purchase experience, Alepo's solution is one of the most advanced and sophisticated prepaid data charging solutions on the market.

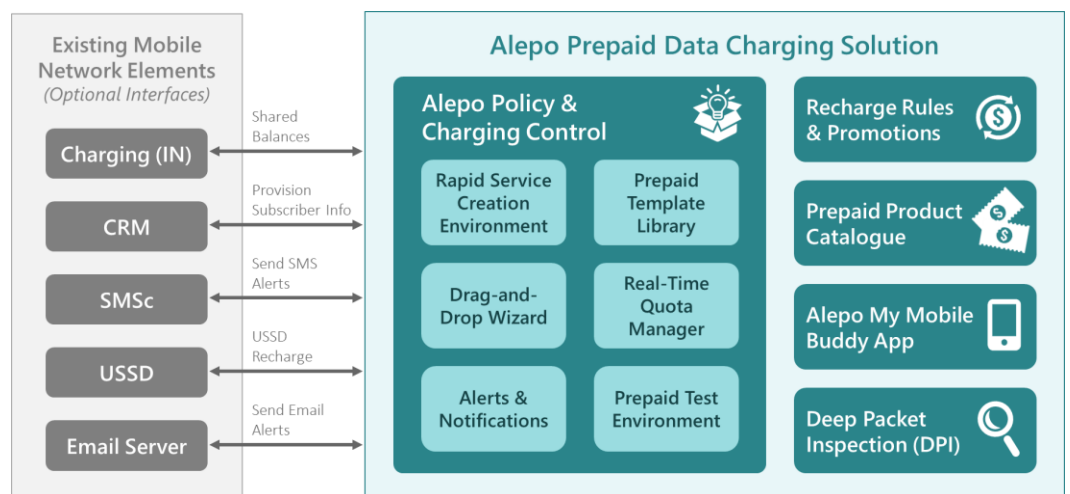


Figure 1 – Alepo Prepaid Data Charging Solution Diagram

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Employing a modular design approach and modern, RESTful APIs towards existing network elements, mobile charging systems (IN) and CRMs, Alepo's Prepaid Data Charging solution fits seamlessly into any mobile network operator's network environment. And, with Alepo's 100% delivery success, mobile network operators are assured of a market-ready solution and professional services from a trusted and proven technology provider.

SOLUTION FEATURES & HIGHLIGHTS

A Flexible, Rapid Service Creation Environment

With its flexible, rapid service creation environment and focus on data monetization, Alepo's Data Charging Solution makes it possible to generate ROI from day one. Starting with a rich library of **pre-built templates** (commonly referred to as assets) that are mapped directly to popular and innovative business use cases, system users can easily drag and drop use cases into action. The library is delivered on a subscription basis, so new assets can be introduced as the mobile network operator needs. In addition, advanced system users can create custom assets with an easy-to-use scripting language. Added to that, built-in testing capabilities, automated usage alerts, and real-time analytics make service creation a rapid, straight-forward process with end-to-end sophistication.

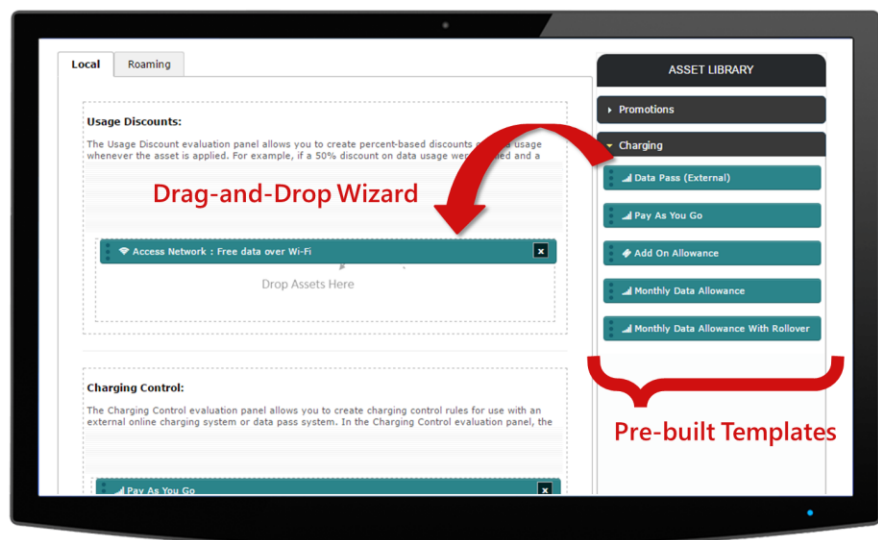


Figure 2 – Annotated screenshot of Alepo's Prepaid Data Charging Solution

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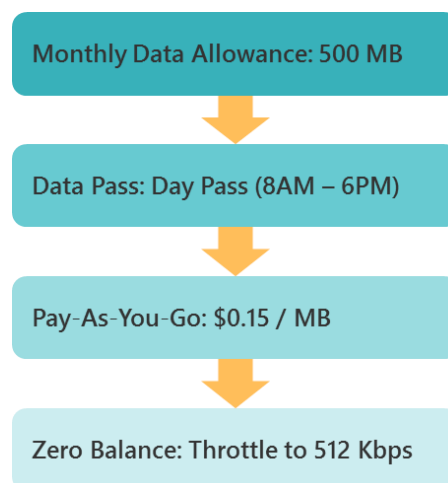
Rich Contextual Prepaid Data Offer Creation

Alepo's Prepaid Data Charging solution gives operators the key to unlock the full revenue potential of their prepaid mobile data business by creating **highly contextual data offers** that cater to their prepaid subscribers' digital lifestyles and real-time needs. Offers can be based on multiple parameters: QoS, apps and content, time, device type, data usage, and subscriber profile as well as network-centric parameters like congestion, Access network, and location. Simple tokens added to the subscriber profile can be used to further segment offers. For example, of all Gold plan subscribers, only those subscribers with the VIP token receive a speed boost for video calls.

Stackable Data Charging Rules that Drive Up ARPU

Alepo makes it simple to create flexible, multi-level prepaid data packages by stacking multiple charging rules within a package. For example, a prepaid subscriber exhausts his 2 GB monthly data allowance, then he continues with overage data services, drawn from his prepaid balance at a rate of \$0.10 / MB. When his balance reaches zero, he is allowed to continue his data use for the rest of the month at a bandwidth speed of 512 Kbps, unless he decides to purchase an add-on allowance or pass.

The infinitely possible, yet simple-to-define prepaid charging options makes Alepo's solution one of the most advanced on the market today. Operators gain full control of creating plans and promotions that encourage their subscribers to purchase more data services and drive up ARPU.



In this example of stackable charging rules, the subscriber starts each month with 500 MB of mobile data included in her prepaid plan. Once exhausted, any additional data usage is counted against her active prepaid data passes.

Since she has a data pass for daytime use only, her nighttime data usage is charged to her prepaid balance at a rate of \$0.15 / MB. She receives an SMS alert notifying her of each pay-as-you-go session.

Even if her prepaid account balance reaches \$0, she is still able to consume data services at a throttled speed. This continues until her prepaid plan renews at the start of the next month OR until she buys another prepaid data pass.

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Promotional Offers on Prepaid Recharges

To keep prepaid and pay-as-you-go customers engaged and to prevent churn, Alepo's Prepaid Data Charging solution supports the creation of promotional offers triggered by a recharge or top-up on a prepaid account. For example, by allowing subscribers to roll over any unused data from one soon-to-expire data pass to the next, subscribers are incentivized to continue purchasing services from the operator. The solution supports time restrictions and volume limits on data rollover. Additional promotional rules can extend the validity of a prepaid data pass and more.

An Award-Winning Subscriber Experience Mobile App

Alepo's award-winning **My Mobile Buddy** mobile app empowers prepaid mobile subscribers to take ownership of their data experiences in the most sophisticated and convenient way. Via the app, subscribers can purchase prepaid data passes and international data roaming passes, allocate data to family members, set parental controls, monitor their real-time data usage, manage their bandwidth speeds, gift data to other subscribers, and more. The mobile app is pre-integrated with Alepo's data charging ecosystem. Fully supported and hosted by Alepo with custom branding options, Alepo's My Mobile Buddy mobile app takes customer experience to a new level with zero effort required to deploy or maintain the app.

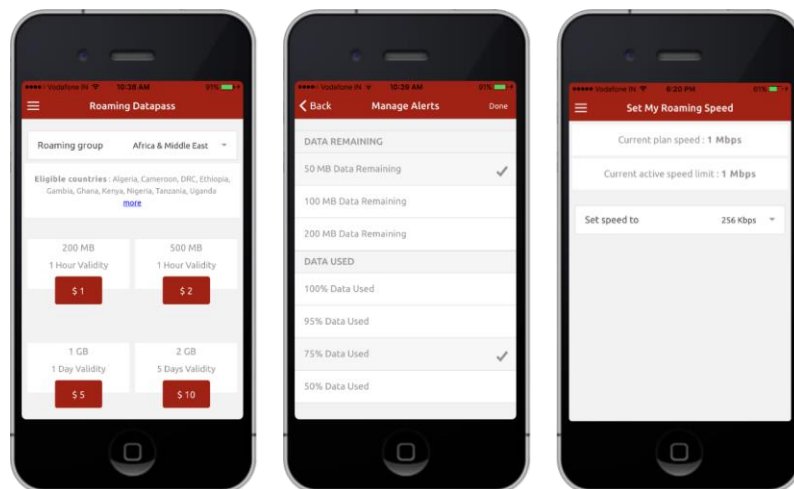



Figure 3 – Screenshots of Alepo's My Mobile Buddy Mobile App



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Automated Usage Alerts & Promotional Messages

Alepo's solution features built-in intelligence that allows mobile network operators to send automatic SMS and email notifications to prepaid subscribers based on multiple actions:

- Percentage of Data Used - *"You have used 90% of your prepaid data this month."*
- Data Remaining - *"You have 100 MB left in your prepaid data allowance."*
- Matched Event - *"It's 2PM! Enjoy Happy Hour with a 50% data discount!"*
- Per Session Usage - *"Hey traveler, you just used 125 MB of your data roaming pass."*
- Authorize Overage Request - *"You have 0 MB of data available. Reply 'Yes' to purchase an additional 1 GB of data for \$15."*


Alerting prepaid subscribers of their real-time data usage promotes transparency and a positive customer experience. In addition, operators can use this functionality to deliver hyper-contextual, in-the-moment promotional offers and brand-boosting discounts. For example, using the Matched Event notification asset, an operator could send this location-based offer:

"Welcome to Logan International Airport. If you're traveling out of the country today, buy a data roaming pass before you go. Use the special discount code – LOGAN20 – for a 20% discount on all data roaming passes. Available via My Mobile Buddy mobile app."

A Zero-Impact Solution

Alepo's Prepaid Data Charging solution can be deployed alongside an operator's existing legacy mobile infrastructure without any changes, upgrades, or replacements to the existing network. This enables operators to launch or expand its next-generation data services business without disrupting or jeopardizing mobile voice services. An open, vendor-neutral solution, Alepo's charging solutions can integrate seamlessly with any mobile network environment or, alternatively, replace an end-of-life charging solution for all services – fixed and mobile.

Alepo boasts over a decade of real-world deployment success, countless standards-based integrations with leading network technology providers, and error-free data migrations. Alepo's professional and managed services as well as 24 x 7 x 365 global support ensure operator success.



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ALEPO PREPAID DATA CHARGING USE CASES

SPEED-BASED TIERED SERVICES

With Alepo's Prepaid Data Charging solution, operators can create differentiated service tiers based on bandwidth speed. Tiered based data plans allow subscribers to pay more precisely for what they need. Heavy users who want the fastest speed and performance will pay more for higher tier plans. While, light users will pay less for moderate usage.

Use Case Examples:

- Bargain data plan: 1GB data up to 600 Kbps at \$50
- Fast data plan: 5GB data up to 8 Mbps at \$50
- Ultra-fast data plan: 5GB data up to 12 Mbps at \$80

PREPAID DATA PASS

In Alepo's Prepaid Data Charging solution, a data pass is a prepaid data offer that – at a basic level – carries a specific amount of data (MB or GB) and a validity period (hours or days). A versatile, flexible type of product, data passes can be marketed to prepaid subscribers as well as pay-as-you-go and one-time users alike.

With a data pass model, operators can create an endless catalogue of highly targeted offers and promotions for different prepaid customer segments. In doing so, they can capture market share and drive up prepaid data ARPU.

Use Case Examples:

- 90-Day Pass: 20GB 4G LTE data at \$60
 - 30-Day Pass: 3GB 4G LTE data at just \$30
 - 7-Day Pass: 1GB of high speed data at \$9.99
 - 1-Day Pass: 500MB 4G LTE data at \$5
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APP-SPECIFIC DATA PASS

Alepo enables operators to react immediately to fast-moving mobile app trends by offering app-specific prepaid data passes that cater to subscribers' growing demand of app-based digital experiences.

Use Case Examples:

- **Unlimited Talk, Text, and Social:** Never again experience the pain of FOMO (fear of missing out) with our best-ever unlimited prepaid plan. Get unlimited voice minutes, SMS, plus an unlimited data pass to your favorite social mobile apps: Facebook, SnapChat, Pinterest, and Twitter. All for \$22.99 per 30 days.
- **Mobile Games Data Pack:** In addition to any regular prepaid data plan, get one-month unlimited access to all King-brand mobile app games, including Candy Crush Saga, Farm Hero, and more. Just \$12.99 per 30-day pass. *Zero-rated data usage only. Does not include in-app purchases.*

TIME OF THE DAY DATA PASS

Prepaid data offers that are limited to specific times of day are simple to create with Alepo. Time-of-day-based offers can help to mitigate congestion and peak hours, and also, operators can design prepaid offers that resonate with different customer segments based on their data behaviors. For example, a nighttime-only prepaid data pass may appeal to teens whereas a 9-to-5 pass may appeal to working professionals and enterprise customers. Operators can get granular with time-based offers that are specific to mobile apps.

Use Case Example:

- **After Hours Pass:** Enjoy 2 GB of high-speed mobile internet with 2X speed at night – up to 10 Mbps between 10PM and 6AM. (Up to 4 Mbps during daytime hours) - \$24.50 / 30 Days
- **The Night Owl:** Enjoy 2GB of high-speed mobile internet at half the price with the Night Owl Pass. For use **only** between 10PM and 6AM daily. No data use during daytime hours - \$12.25 / 30 Days



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INTERNATIONAL DATA ROAMING

In the Alepo My Mobile Buddy mobile app, operators can make prepaid roaming data passes available for purchase by credit card or by charging the subscriber's prepaid mobile account, creating a simple and convenient way for subscribers to purchase roaming data services on the go.

Use Case Examples:

- 750 MB Pass for 7 Days – Single Country
- 2 GB Pass for 14 Days – Multiple Countries
- 2 GB Pass for 30 Days – Global Access

APP-SPECIFIC DATA ROAMING

Sometimes, international travelers only need access to one or two crucial mobile apps while abroad. With Alepo's Prepaid Data solution, operators can create app-specific roaming data passes for popular travel apps, like WhatsApp, Skype, TripAdvisor, and Google Maps.

Use Case Examples:

- WhatsApp Only Data Pass– 1 GB for 7 Days – Single Country
- Google Maps + Airbnb – 750 MB for 14 Days – Western Europe

LOCAL SIM + DATA FOR TRAVELLER

Operators can target inbound roamers with a package of a local SIM card plus a short-term data pass. This often provides a more competitive and affordable option for international travelers than paying large roaming fees via their home operator's international data roaming rates.

Use Case Examples:

- Local SIM + 3-Day Pass up to 1GB
- Local SIM + 7-Day Pass up to 5GB

TURBO SPEED BOOST

Bandwidth on demand, delivered with the push of a button via a mobile app, delivers benefits to operators and subscribers alike. Subscribers enjoy contextual QoE and the flexibility to change speeds as needed, and in addition to the benefits of customer happiness, operators can offer this as a value-added service priced at a premium rate.

Use Case Example:

- 2 Hours Boost of Netflix HD Streaming - \$7.99
 - 8-Hour Internet Bandwidth Boost to 10 Mbps - \$14.99
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DATA BOOST PREPAID DATA PASS

Data needs can be unexpected. Subscribers may occasionally have an urgent need to use a large amount of data in a short period of time. With a data boost data pass, subscribers can satisfy these unexpected needs by purchasing a temporary, high-priority data pass and avoid consuming all of their monthly data plan.

Use Case Example:

- A college student subscriber has a monthly prepaid data plan of 2 GB for \$25.00. She needs to participate in an important full-day online course that will easily burn through her monthly data plan. Instead, she purchases a separate “Data Boost” data pass that gives up to 5 GB for 24 hours for \$45. It’s not a practical purchase for everyday use, but for this day, it’s exactly what she needs.

LOCATION- BASED PREPAID OFFERS

Depending on the subscriber’s real-time location, operators can deliver different bandwidth speeds (QoS). This allows them to create context-aware prepaid data packages that reflect the real costs and capacity of the network topography, reducing bandwidth speed at capacity-crunched locations, or providing promotional speed boosts or usage discounts at popular locations.

Use Case Examples:


- Teens Only - Welcome to the Greenville Shopping Mall. While you’re hanging out, you’ll enjoy a 50% discount on all data usage.
- At a packed football stadium on a Saturday, prepaid subscribers received a reduced bandwidth speed to 512 Kbps.

PREPAID DATA ROLLOVER

With Alepo’s Prepaid Data Charging Solution, operators can encourage continual use and prevent SIM swapping by offering to rollover any unused data on the current prepaid data pass or monthly data allowance to the next. Data rollover also fuels win-back campaigns for prepaid subscribers with previously expired prepaid data.

Use Case Examples:

- Your current pass expires in 24 hours! Recharge now and we’ll rollover any unused data on your new data pass.



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RECHARGE PROMOTIONS

With the Alepo Recharge Promotions Manager, part of Alepo's Prepaid Data Charging solution, operators can create promotional offers and charging rules that are triggered when a subscriber recharges her prepaid account. Recharge promotions can encourage higher ARPUs and prevent customer churn by creating incentives for continual, uninterrupted use.

Multiple recharge channels are supported: USSD, mobile app, SMS short codes, IVR, call center, and over the web. Support for multiple payment methods such as credit card, prepaid balance or physical voucher and more, makes it easy for subscribers to recharge their own accounts as well as their families' and friends' accounts.

Use Case Examples:

- Recharge with any voucher over \$50 and get 25% bonus data!
- Don't lose your data – if you buy another pass within 3 days of your current pass expiration, we'll roll over any unused data to your next pass.
- Extend the life of your current data pass! When you buy any 30-Day data pass, we'll add the days remaining on your current pass to your new pass. (For example: 4 Days Remain + 30-Day Pass = 34 Day Pass)

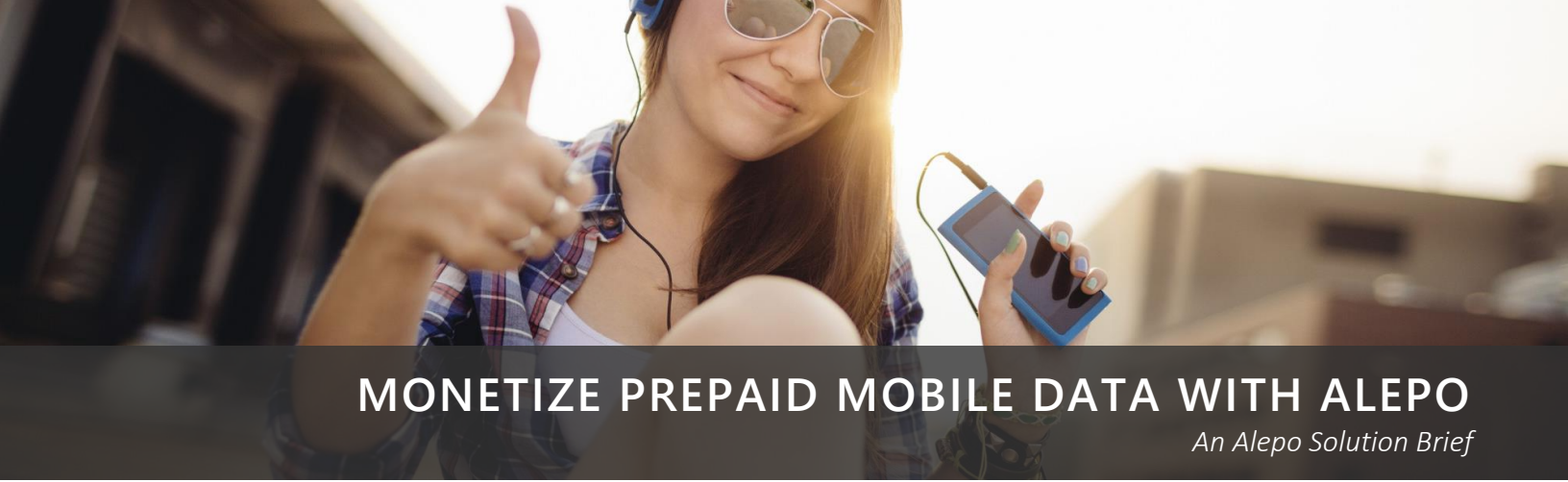
PAY AS YOU GO

Pay-As-You-Go allows operators to define charging policies for non-subscription, pay-per-use data services. For example, a subscriber may have a single prepaid credit balance that she uses for multiple services: mobile voice, mobile data, SMS, and VAS services. She can use this balance for pay-per-use or pay-as-you-go prepaid data usage.

A stackable charging rule, Pay-As-You-Go can be enabled as overage data services after a subscriber exhausts her prepaid data pass or monthly data allowance. An SMS authorization may be required to enable Pay-As-You-Go.

Use Case Examples:

- For all non-subscription-based data usage, pay-as-you-go data rate is \$0.25/MB.
- After a subscriber exhausts the 2 GB of data in her prepaid monthly data plan, additional prepaid data usage is charged at rate of \$0.40/MB.



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ADD-ON DATA ALLOWANCES

If a subscriber's monthly prepaid data allowance is exhausted before end of the month, the operator can send an SMS notification with the option to purchase an add-on allowance³, giving the subscriber continual access while also generating additional overage revenue.

Unlike Pay-As-You-Go, which defines a charging rate per data volume (\$ / MB), an Add-On Allowance is a single transaction that allocates a defined data volume (GB or MB) and requires a separate SMS authorization for each subsequent transaction. The subscriber buys, for example, 1 GB of overage data at a time.

Use Case Example:


- As soon as the subscriber's monthly data allowance is exhausted, automated SMS is triggered, giving the subscriber the option to purchase an additional 1GB for \$15.
- Diminishing Overage: After the monthly data allowance is exhausted, the subscriber is notified to authorize 1GB for \$15; the next 1 GB for \$12; the next 1 GB for \$10 and so on.
- Automatic Overage Add-On: As soon as you exhaust your monthly data allowance, you'll be charged \$5 per every 250MB of additional data allowance (no SMS authorization required.)

USAGE BOOST

With Usage Boost, operators can create promotions that incentivize higher data usage by offering a speed boost or usage discount once a subscriber consumes a certain amount of prepaid data. This use case can promote data usage in young or low adoption data markets.

Use Case Examples:

- Turbo zone – After you consume 1 GB of data, you'll receive a bandwidth boost to 8 Mbps for the rest of the month.
 - 10% Data Back – After you consume 100 MB of data in your plan, you'll earn a 10% usage discount on all data.
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SPECIAL DAY PROMOTIONS

Operators can create special data promotions that boost bandwidth speeds and / or discount data usage on subscriber's birthday, anniversary or any other special day. These promotions create simple, yet powerful personalized experiences that bolster customer loyalty and brand recognition.

Use Case Examples:

- Happy Birthday! Enjoy your special day with a bandwidth boost up to 10Mbps bandwidth speeds all day long.
- Today marks your two-year anniversary as our customer. We're sending you an anniversary gift of zero-rated data usage all day today! Any data you use will not be counted in your total monthly data allowance. It's our way to say thank you for your loyalty.

DATA HAPPY HOUR

Create a "data happy hour" – a special data promotion that boosts bandwidth speeds or discount data usage or both at specific times of the day. Data promotions like happy hours or "Appy" hours (app-specific promotions) work to bolster customer loyalty and brand recognition.

Use Case Examples:

- Join us for Data Happy Hour daily between 10AM – Noon. You'll experience our fastest bandwidth speeds – up to 10 Mbps.
- Binge on your favorite Hulu shows with our nightly "Appy" Hours – watch unlimited Hulu between Midnight at 4AM with zero-rated data usage.

USAGE ALERTS & NOTIFICATIONS

With Alepo's Prepaid Data Charging solution, operators can set usage limits that automatically trigger notifications to subscribers via Email and SMS. This promotes transparency, customer happiness, and recharges before data allowances are exhausted. In addition, subscribers can set their own usage alerts via the My Mobile Buddy mobile app.

Use Case Examples:

- Notify when 70% of the monthly data allowance is used.
- Notify me when I have consumed 90% of my data pass.
- Notify me when 100 MB remains on my prepaid plan.
- Notify me when I connect to a roaming network.
- Notify on the subscriber's birthday to inform her of a special birthday data promotion of 50% data usage discount today only.



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SPONSORED APPLICATIONS

Sponsored Apps enables operators to create partnership agreements with OTT providers and other advertisers to reclaim revenue from OTT services. With a sponsored app offer, prepaid subscribers enjoy discounted or free data usage on a specific mobile app, which is subsidized by the third-party partner. With Sponsored Apps, operators can reclaim revenue and boost the customer experience while the OTT partners benefit from the brand exposure and increased use and popularity of their mobile apps in a very crowded mobile app marketplace.

Use Case Example:


- Unlimited Spotify Offer – Sign up for any paid Spotify plan, and you’ll get the first 30 days of prepaid data usage free. Enjoy the best selection of unlimited music without eating up your prepaid data plan.
- Happy New Year from Instagram! Start the new year with a snap – we’ll make it easy. Today only, 100% of your Instagram data usage is on us. Let’s see your #FREENYD snaps!

MANAGE MY SPEED

Manage My Speed empowers subscribers to independently manage how and when they consume data services by self-throttling their bandwidth speeds via the Alepo My Mobile Buddy mobile app. This can be a valuable use case for subscribers who may be close to approaching their monthly data limit and wish to “slow down” their data usage in order to make it last until the end of the month.

Use Case Example:

- Default speed for monthly data allowance: 4 Mbps. After 80% of monthly data usage, I set my data speed to 1 Mbps.



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DATA GIFTING

From the Alepo My Mobile Buddy app, subscribers can gift a data pass to another mobile subscriber and send a custom SMS to the receiver about the gift. With Data gifting, operators can create new prepaid data monetization opportunities and stand apart from competitors.

Use Case Example:

- It's Valentine's Day! Give your special someone the gift of high-speed mobile internet with a prepaid data pass gift + a personal SMS. It will last longer than flowers or chocolate. Available via My Mobile Buddy.
- Can't Skype with your grandma because she has a limited prepaid data plan? Now, you can gift her a prepaid Skype data pass anytime from the My Mobile Buddy mobile app.

PREPAID FAMILY DATA PLANS

Operators can launch family data sharing plans with Alepo. Using My Mobile Buddy app, subscribers can share family data, define time restrictions on internet access and control data usage for their family.

Use Case Example:

- Block data usage for specific family members from 11AM to 4PM every weekday during school hours.
- A family member can use up to 20% of the family's data pass.

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