

Introduction

Mobile communication has become an integral part of consumers' daily lives. Smartphones, loaded with data-hungry apps, rapidly use allowances. Subscribers who reach their data caps are likely to eventually churn to meet their growing demands. Mobile network operators (MNOs) can increase allowances, but this eliminates upsell opportunities and puts further pressure on margins.

What, then, is the solution?

The answer lies in offering plans that empower subscribers with control over their data and voice usage, without significantly lowering the cost of bandwidth. One such mobile offer, adopted by tier-1 operators like Verizon, AT&T, Ooredoo, Airtel, MTN, and Vodacom, is **mobile data gifting**.

Data gifting allows subscribers to gift their spare wallet balances to other subscribers, for a small fee, if the operator chooses to charge one. Mobile data gifting drives data adoption without significantly degrading margins, while improving subscriber loyalty and satisfaction. For example, according to a McKinsey's research survey, 60%⁽¹⁾ of respondents were willing to pay extra for plans that allow them to share data with friends and family.

Alepo's data gifting solution is an adjunct solution that enables MNOs to give customers the freedom to gift mobile data. It unlocks the true potential of data exchange and reinvents the mobile experience for data-hungry subscribers.

Components

The solution enables operators to establish an ecosystem that fulfils the need for data and voice sharing. It comprises:

- **Gift Controller:** Provides the gifting functionality through integration with Alepo or third-party CRM and billing.
- **Mobile Gifting App:** A modern and slick smartphone app that empowers subscribers to gift data to one another.

Alepo's Gift Controller easily integrates an existing BSS using REST APIs. Highly configurable gifting policies help unlock new revenue opportunities.

Deployment

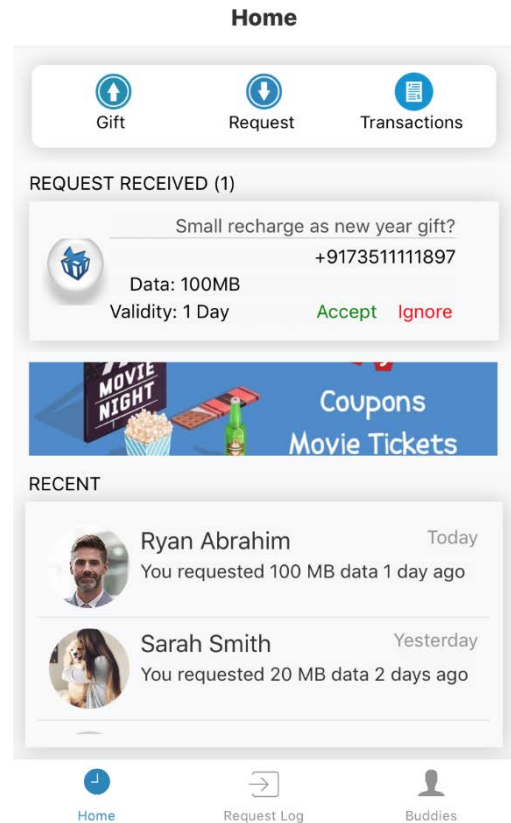
The Gift Controller supports on-premise and full cloud deployment.












(1) <https://www.mckinsey.com/~media/McKinsey/Industries/Telecommunications/Our%20Insights/Monetizing%20mobile/Monetizing%20mobile.ashx>

Features

- Allows gifting data, voice minutes, data packs, social media packs
- Enables requesting data or voice minutes from a friend
- Configurable policies, such as:
 - Restricting the number of times someone can send or receive gifts in a given day, week, or month
 - Applying monetary or non-monetary surcharges for transfers. For example, deducting 10 MB for every 100 MB transferred, or charging 50c for every 100 MB transferred
- A mobile app that allows the subscribers to:
 - View all data transfers
 - Make, accept, and request transfers
- Alerts and notifications
- RESTful API layer enables easy integration with both Alepo and third-party products
- Supports gifting of voice or data via SMS or USSD
- Multilingual support



Highlights

<p>Quick to deploy</p> 	<p>Complete gifting experience: ranging from text-based transfers to a fully featured mobile app</p> 	<p>Increases data usage</p> 
<p>Integrates with either Alepo or third-party BSS</p> 	<p>Flexible rules for fees and caps on gifts</p> 	<p>Improves customer satisfaction and retention</p> 
<p>Generates revenue from gift transfers</p> 	<p>Runs on either private or public clouds</p> 	<p>Runs on either private or public clouds</p> 

About Alepo

At Alepo, we turn next-generation data opportunities into reality. Our software and services power operations and billing for digital service providers, enabling them to accelerate revenue growth, market share, and business success.

Through a lean and agile approach to digital transformation, we empower businesses to:

- Welcome disruptive technologies
- Orchestrate a unique customer experience
- Grow, adapt, and evolve with confidence in the network's performance, reliability, and security

Our award-winning technology has helped make Alepo the go-to partner for all things data at leading national service providers like Orange, Saudi Telecom, Digicel. We provide cutting-edge monetization models with business-focused user experiences that allow service providers to tap new markets and revenue sources, while delivering more value to their customers.

Our mature and proven solutions include advanced policy and charging control, convergent charging and billing, customer relationship management, device management, WiFi monetization, WiFi offload, AAA, and more. We offer expert professional services: consulting and design, managed services, training, and support – our solution integration team has a success record that is the envy of our peers.

With its corporate headquarters in Austin, Texas, Alepo has a presence in all regions of the world, including offices and representatives in Latin America, North America, Asia Pacific, Africa, the Middle East, and India.

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