Tecnotree
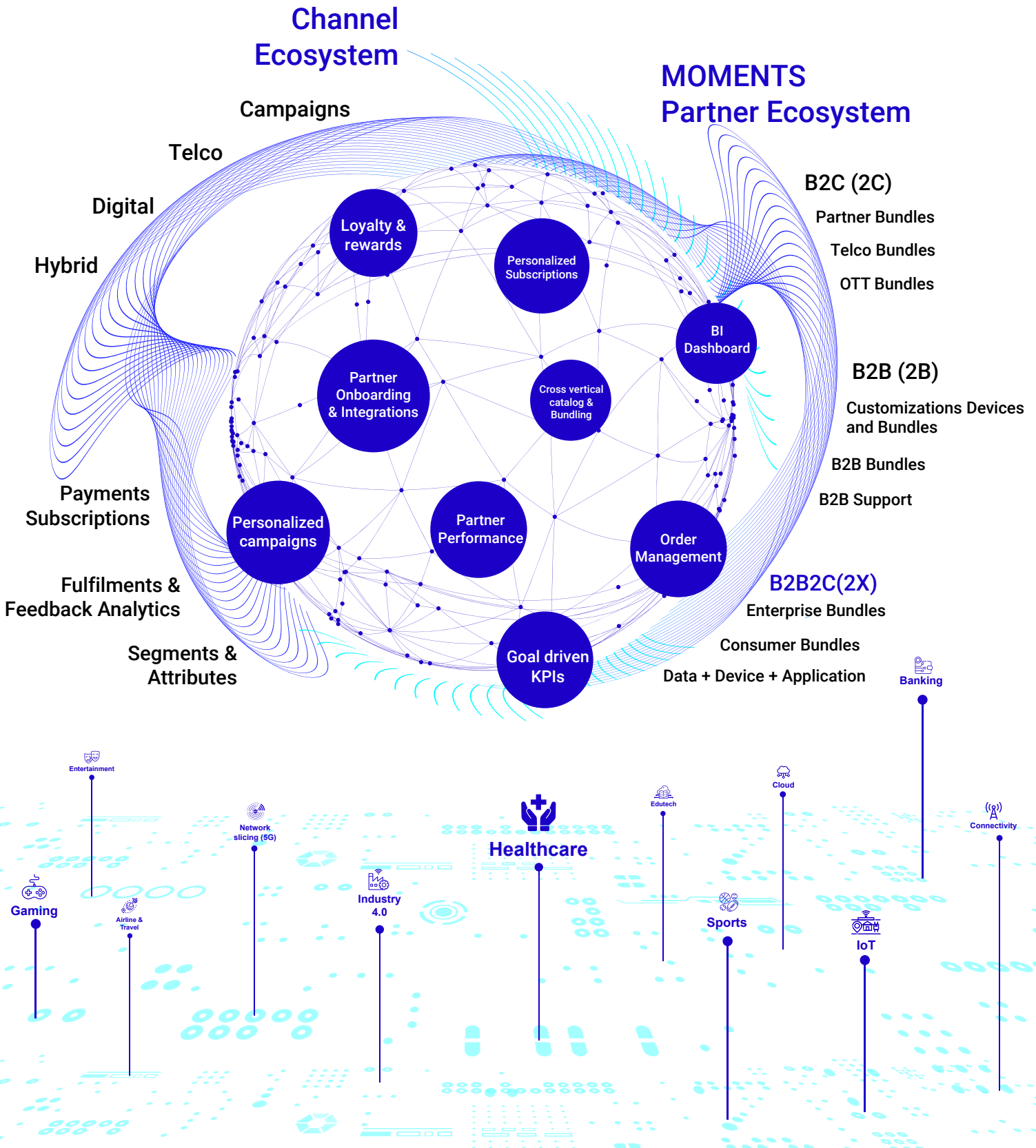# SENSA
Intelligent experience

Extending B2B2X Multi Experience Multi Cloud Monetisation

Moments Business Model

Tecnotree moments

Channel Ecosystem

Campaigns

Telco

Digital

Hybrid

Payments
Subscriptions

Fulfilments &
Feedback Analytics

Segments &
Attributes

Central nodes:
- Loyalty & rewards
- Personalized Subscriptions
- Partner Onboarding & Integrations
- Cross vertical catalog & Bundling
- BI Dashboard
- Personalized campaigns
- Partner Performance
- Order Management
- Goal driven KPIs

MOMENTS Partner Ecosystem

B2C (2C)
Partner Bundles

Telco Bundles

OTT Bundles

B2B (2B)
Customizations Devices
and Bundles

B2B Bundles

B2B Support

B2B2C(2X)
Enterprise Bundles

Consumer Bundles

Data + Device + Application

Bottom industry labels:
- Gaming
- Entertainment
- Airline & Travel
- Network slicing (5G)
- Industry 4.0
- Healthcare
- Edutech
- Sports
- Cloud
- IoT
- Banking
- Connectivity

Partner Ecosystem Management

Partner Onboarding

Commercial Onboarding

QOS & SLA Management

Catalogue Federation

Partner Campaign and Revenue Management
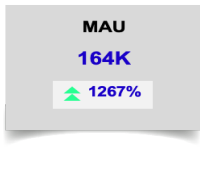
Partner Product Market Fit

Partner Integrations at Scale

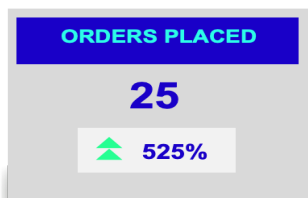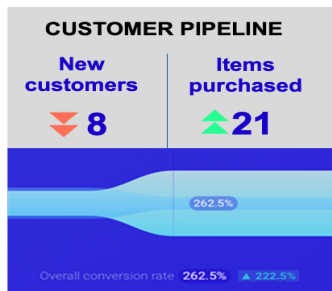API integrations
(Activation, Cancel, Renew, Pause)

Unified Notifications
Campaign, Subscription, Fulfilment
(USSD, SMS, Email, Whatsap/chat)

Partner & Bundling Workflows

Campaign

IMPRESSIONS
255K
⬆ 161%

ENGAGEMENT RATES
30K$
⬆ 474%

USERS
284
⬇ 94%

MAU
164K
⬆ 1267%

Lifecycle

CUSTOMER PIPELINE

New customers	Items purchased
⬇ 8	⬆ 21

262.5%

Overall conversion rate 262.5% ▲ 222.5%

ORDERS PLACED
25
⬆ 525%

Revenue

GROSS SALES BY PRODUCT

Product	Last 30 days
Fortnite	$2000
Msvgo -Monthly	$1000
FIFA 22	$500
JSS maths - Monthly	$412
Casual games	$322

ARPU
$8
⬇ 20%
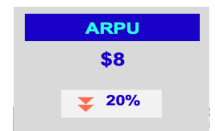
TOP SELLERS BY PRODUCT NAME

Product	Last 30 days
Casual games	7
Fantasy football	6
Skills – Moments Electrical Installation	2
FIFA League	2
Fortnite	1

Tecnotree
moments

Humanised Intelligent Experiences for Telcos

Humanized Intelligent Experience

SELL

CARE

MONETIZE

OTHER

SERVE

PARTNER

ASSURANCE

GOVERNANCE

AI ENGINEERING

Tecnotree SENSA Intelligence

ENTERTAINMENT

ACTIONABLE INSIGHTS

AI TRUST AND TRANSPARENCY

FINANCIAL SERVICES

LEAD & PROSPECT MANAGER

CONVERGENT BILLING

ONLINE CHARGING

GOAL OPTIMIZED

FINTECH

DIGITAL BSS SUITE for TELCO

PORTFOLIO

ENCRYPTION

LOYALTY MANAGER

CAMPAIGN MANAGEMENT

Tecnotree moments

PRODUCT BUNDLING

SECURITY

HEALTHCARE

PARTNER LIFECYCLE MANAGEMENT

DIRECT CUSTOMER BILLING

SPORTS

B2B2X E-COMMERCE MARKETPLACE

DATA MODEL

SUBSCRIPTION MANAGER

AVAILABLE ON MARKETPLACE

CUSTOMER MANAGEMENT

OMNI CLOUD

CLOUD

PLATFORM (Composable Microservices)

CRM

SELF MANAGING

MULTI MODEL DEPLOYMENT

REVENUE MANAGEMENT

BUSINESS ENABLEMENT

REALTY

METADATA

GAMING

EDUCATION

TELCO

Partner Lead Campaign Management

Social Media Channels

Email Instagram Twitter Facebook Chatbots

Target Customers

| Potential customers | Recent customers | Repeat customers | Lapsed customers | Non subscribers |

Digital to Telco Channels

Social Commerce Engine Platform Capabilities :

Partner Onboarding

Partners can Create, Manage and Monetise Campaigns

KPI driven Data and Channel Monetisation

Heirarchy governance approvals across ecosystems

Segmentation

Segment users based on shared traits

23% higher open rates and 49% higher click through rates

Targeting & Retargeting

Target users based on purchase behaviour, website activities, and more.

Subscriptions

Trigger subscriptions across Telco and Digital Channels for Payments directly from campaigns

Enrichment

Attract customer through personalization programs

AIM Insights & Analytics

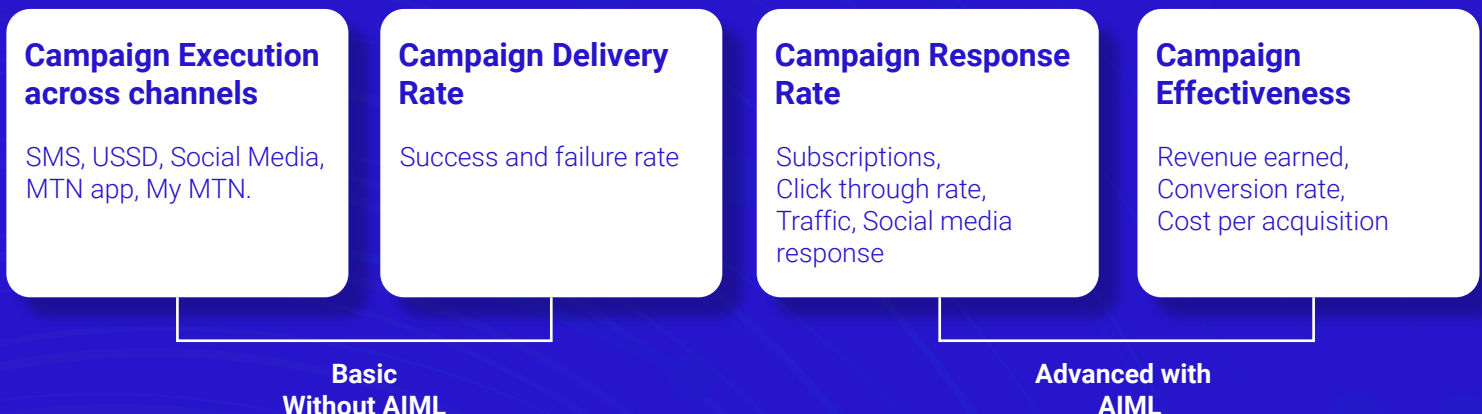Smart recommendation, Listen learn & test

Personalised Reports & Dashboard

Track sales and campaign performance

# Flexible platform models that grow with your ecosystem monetisation

Providers

Transactional
B2B and B2C Revenue shares

AIML Use Cases
Add-on Annual Recurring
Revenue – Experience Blueprints

**Unlock self driven campaigns
for partners**
Add-on Annual Recurring Revenue

Partner onboarding
Add-on Annual Recurring Revenue

Base platform
Annual Recurring Revenue

Partners

**Campaign Execution
across channels**

SMS, USSD, Social Media,
MTN app, My MTN.

**Campaign Delivery
Rate**

Success and failure rate

**Campaign Response
Rate**

Subscriptions,
Click through rate,
Traffic, Social media
response

**Campaign
Effectiveness**

Revenue earned,
Conversion rate,
Cost per acquisition

**Basic
Without AIML**

**Advanced with
AIML**

Monetise Partners through business value slabs #Channels #Campaigns #Reach #Users

Multi Experience Orchestration for 5G B2B2X Monetisation

B2C   B2B

AI based radiology insights
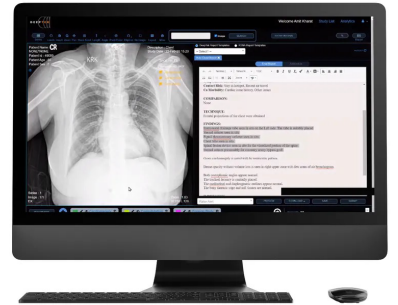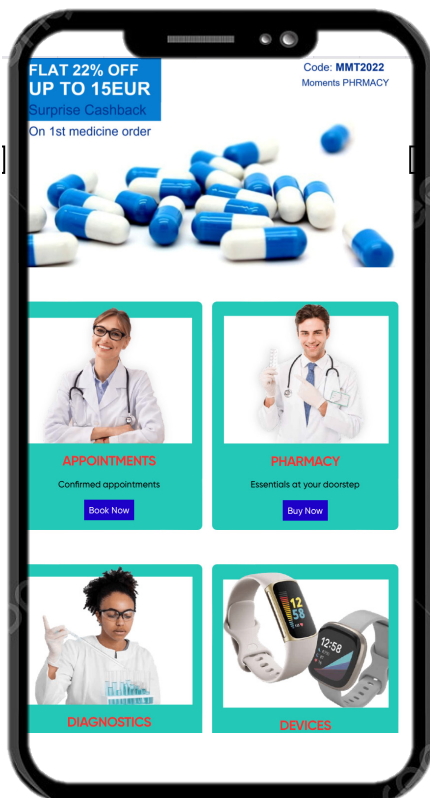

IoT Devices

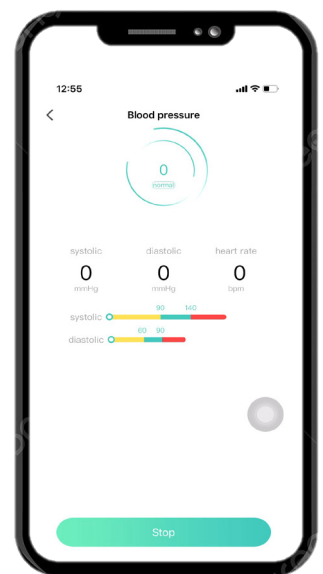**Multi-Experience Doctor Dashboard**
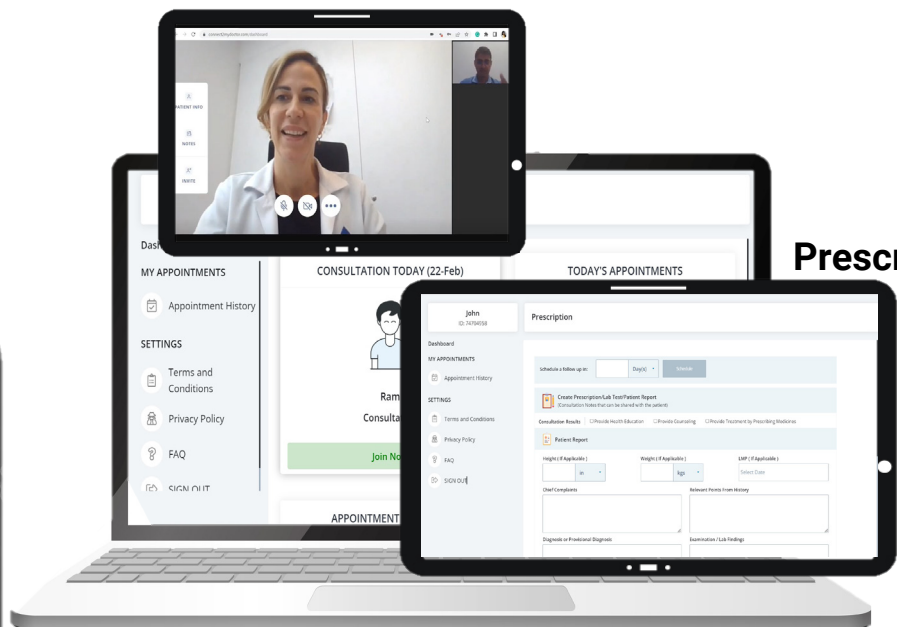
Prescriptions

B2B2X Healthcare Marketplace

IOT Devise Data

Value Proposition

All in one platform
enabling multi-experience across channels

Multichannel campaign
capabilities
Telco, social media, etc

Ecosystem Enablement
unlock new revenue streams

Advanced analytics and intelligence
Churn predictions, profiling, segmentations, targeting

Partner onboarding and seamless **API** integrations

Partner led campaigns
Enable partners to create campaigns

Enabling **partners to create new services** that leverage 5G network capabilities

Cloud native architecture
Scalable,
flexible deployment

Global Marketplace
Pre-integrated Partner Ecosystem Ecosystem

100+
Partners Connecting

1Bn
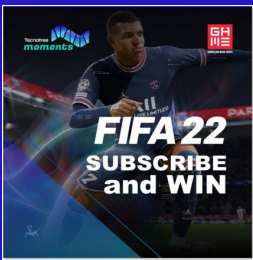**Subscriber Ecosystem across**

100+
CSPs

School Moments

Live Classrooms

Moments Skill Tokens

FIFA League
Play Tournaments

Fantasy Football
Create, Play Online

Casual Games
Arcade Games

Education, Gaming, Entertainment, healthcare, Lifestyle

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Intelligent experience

Connect with us at
marketing@tecnotree.com