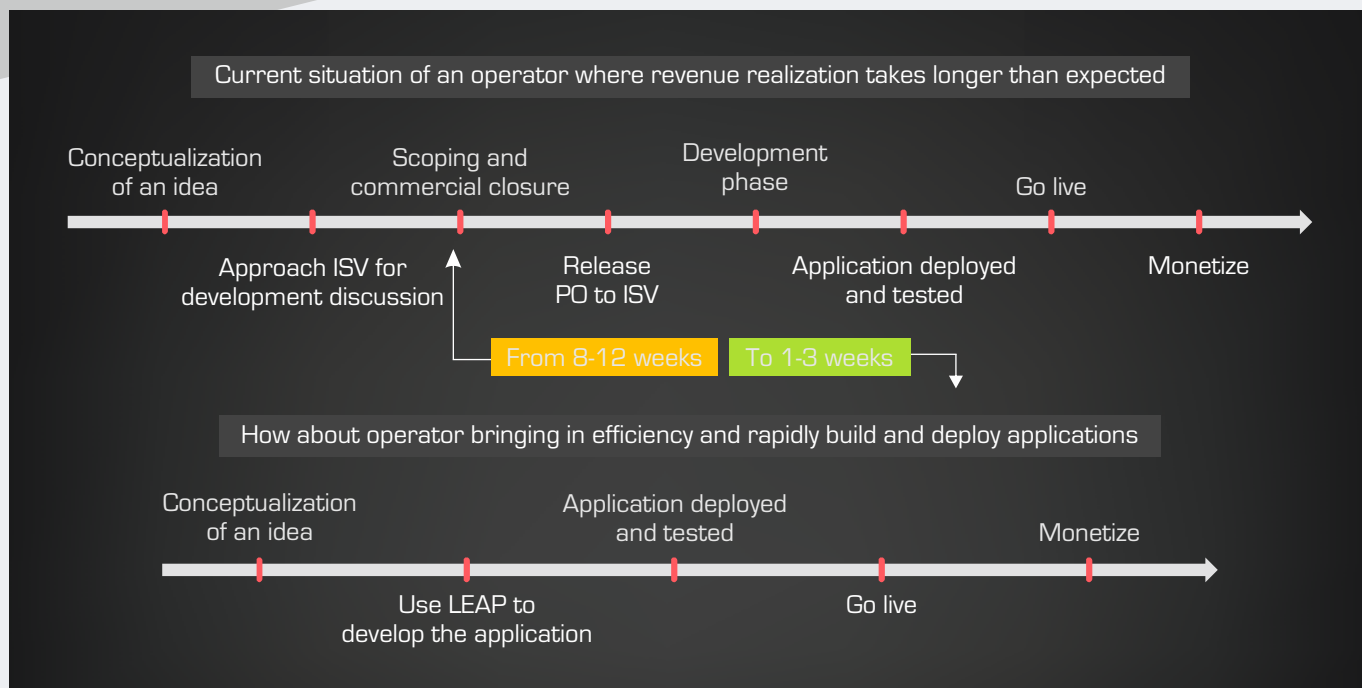


LEAP

Zero coding approach to create business apps



Today, telecom providers need technologies that will allow them to easily cope with the network changes and to rapidly deploy new profitable services. The ever-increasing demands from the subscribers and the cut-throat competition are pushing the telecom operators to cut the corners. Thus, there is an inherent need for a platform that facilitates the integration of new-age and legacy systems enabling the creation of applications to attain the very short time-to-market deadlines.



LEAP is a service creation environment with the primary goal of catering to applications in the telecom ecosystem. It is a multi-channel, multi-interface tool for creating applications on-the-go using business logic on a single platform.

It's an easy to use interface which enables application creation swiftly with the zero coding approach and thereby enabling rapid service creation and shorter time-to-market.



LEAP was envisioned as a modern product and thus, it is light, intuitive, agile, insightful and smart

LIGHT AND INTUITIVE



Light-weight framework

The platform is built using a **light-weight framework - NodeJS**. This thin web server reduces the overhead of heavyweight frameworks.



Quick network integrations

LEAP can connect to downstream systems like **IN, HLR, databases, billing, and subscription**. It only requires a **one-time integration** with the network nodes during the initial installation



Minimalistic GUI

The web-based GUI is intuitive, which allows users to design business flows on the canvas by the simple action of **dragging and dropping** the connectors, which could be achieved by **zero coding approach**



Workflow management

The administrative complexity of **approval mechanism** is reduced considerably due to the common platform of all the users in the hierarchy. It simplifies the process and reduces the non-value-add administrative actions



Application templates

The application creation process is further simplified by providing **templates of commonly used applications**. These applications could be modified for suitable use-cases

AGILE



Hot deployment

Runtime for the application is 100% as the hot deployment feature ensures that the platform need not be restarted for every application launch or modification



Re-usable business logics and macros

The application has **extensible plugin architecture** for building business functions. The application allows using **macros to attain an automated set of actions** in a lesser amount of time. The user can create their custom macros for repetitive actions to reduce the time required for application development



Access control lists

ACL allows the telecom operator to have finer **control on the visibility** of each offering in VAS application based on the parameters of the subscriber like age, class of service, MSISDN, IMEI, etc



Multi-language support

LEAP supports configuration of menus and responses to the menus in languages other than English as well

INSIGHTFUL



Reports and dashboards

The platform provides **appropriate reports and dashboards** focusing on TPS reports, system-level KPIs, application KPIs and interface stats **according to the role of the user**. It allows the users to monitor and analyse the most relevant KPIs in a single place

SMART



Simulator

Applications can be tested and then de-bugged right from the GUI which provides a console and output preview as seen by the subscriber



Scheduling

Scheduling allows to plan and **set the launch date and retirement date** of any application in advance as per the business goals.



Multi-threaded architecture

The platform effectively uses system resources. The inter-component communication is asynchronous and event-driven which improves the speed of processing requests and responses

IMPACT: IN TERMS OF BUSINESS AND USER EXPERIENCE

LEAP has been deployed in 20+ leading MNOs and it has impacted businesses in the following ways:

Reduced turnaround time and time to market (TAT): LEAP reduced the time required to build a service like **mobile money transfer from 50 person-days to 10 person-days which, effectively, is 80% lesser time to market.** It eliminated the perennial requirement of hard coding each time the network configuration has to be changed which takes around 20-30 days to patch into the system and send it to the production. Using the pre-defined macros and the capability of defining custom macros reduced the efforts of coding even further.

Eliminated fragmentation and complexity to launch services: Most of the platforms available in the market work in silos which increase the complexity of working on multiple platforms, each one for application development, simulation, launching apps, managing the network configuration and display the reports and dashboards.

LEAP has all the capabilities consolidated in a single platform which makes workflow management a simple process. **Scalability of hardware requirements is also convenient compared to the fragmented platforms.**

De-skilled the service creation process by creating applications on-the-go with zero-coding: One of the major impediment for rapid development of applications is the unavailability of skill-set required to perform complex coding operations. LEAP reduced the dependency on the coding skills of the application developer and enabled the MNOs to create business logic flows by the simple action of drag-and-drop without any coding requirements. In addition to it, LEAP also offers an option to code, if required, right from the same GUI.

Enabled multi-channel communication with the subscribers as per their preferences: In the current world - where customer experience is of utmost importance, it is imperative to reach out to the customer by the preferred mode of communication. **LEAP supports many modes of communication like - USSD, SMS, and email.** This helped the MNOs to provide a wholesome experience to their subscribers.

Provided personalized offers for the subscribers: With the advent of over-the-top services (OTT), personalisation of the content has special importance for the content providers (CP). Similarly, LEAP enabled the MNOs and CPs to display specific offers and bundle packs based on the parameters like mobile numbers (MSISDN), mobile device (IMEI), SIM details (IMSI), class of service, activated bundle packs, etc.

Inferred the performance of services through insightful reports and dashboard: LEAP shows appropriate KPIs and dashboard to various users of the platform like IT admin, marketing admin and application developer.

These insights helped the user to **make informed decisions on critical business goals** like modification/up-gradation of the hardware capacity, launching / retiring services based on their performance.

Comviva is the global leader of mobility solutions catering to The Business of Tomorrows. The company is a subsidiary of Tech Mahindra and a part of the \$21 billion Mahindra Group. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services and managed VAS services. It enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

For more information, please visit www.comviva.com

Regd. Office

A-26, Info City
Sector 34
Gurgaon 122001
Haryana, India
T: +91-124-4819000
F: +91-124-4819777

South Africa Office

P.O. Box 37324
Overport
4067, South Africa
Tel: +27 31 268 9800
Fax: +27 31 209 9573

UAE Office

Tel: +971 43 687808
Fax: +971 43 687809
Office No. 1401/1408/1409
14th Floor, Al Shatha Tower
Dubai Media City
Dubai, UAE

UK Office

Level 2, Cyberhouse
Molly Millars Lane, Wokingham
Berkshire RG41 2PX,
United Kingdom
Tel: +44 118 989 0144
Fax: +44 118 979 3800

LATAM Office

Av. Corrientes 880 Piso 11
C1043AAV - Buenos Aires
Argentina
Tel: +54 11 37248000

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