



DATA IS BETTER SHARED: MOBILE DATA GIFTING

GIVE YOUR CUSTOMERS THE FREEDOM TO GIFT AND RECEIVE MOBILE DATA ACROSS YOUR NETWORK OR FROM OTHERS

Mobile data is an asset. But until now you haven't been able to take full advantage of its value. Enabling Mobile Data Gifting using the Tata Communications Sponsored Data Exchange platform lets you turn your data into a commodity that can be swapped and exchanged. You can create a better experience for your customers — delivering greater value for you.

- End users can gift data to friends, relatives and colleagues across your network — as well as to and from it
- An open exchange means users can share to any network
- Easy on-boarding makes it simple to set up via one simple whitelisting of Tata Communications Sponsored Data Exchange platform or integration with your data top-up API
- Single point of entry on both sides of the exchange business model
- Supports both prepaid and post-paid users
- Transparent billing and settlement managed by Tata Communications
- PRM portal, with online reporting and self-care features

UNLOCK THE TRUE POTENTIAL OF MOBILE DATA

Mobile Data Gifting has traditionally been a challenge, as Communications Service Providers (CSPs) have had to establish bilateral data exchanges with every other CSP. Now Tata Communications Mobile Data Gifting takes away this complexity to let individuals and organisations engage with each other and exchange mobile data allocations.

The service works in conjunction with our sponsored data exchange (SDX) and can also be enabled through direct data top-up Application Programming Interfaces (APIs) that are provided by our mobile CSP partners.

Mobile Data Gifting is designed to be easy to use, with a user interface that can be web-based or mobile, and functions in exactly the same way as a mobile airtime top-up.

100% MAINTAINED, 100% READY TO GO

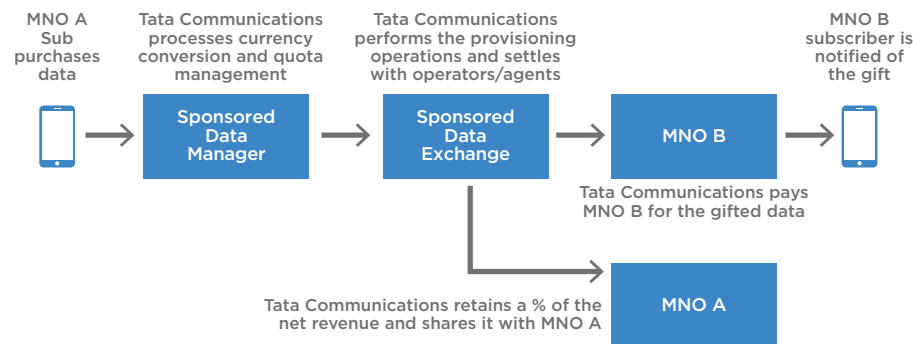
This cloud-based service is maintained by Tata Communications and is fully licensed in the country of origin for the data gift. That means the CSP concerned has no need to provide additional integration or to carry out a regulatory compliance review. **It also means** no new software or maintenance to worry about, as everything is taken care of.

You can deploy Mobile Data Gifting from Tata Communications as a stand-alone, white label application, or integrate it into an existing application using our SDK and API.

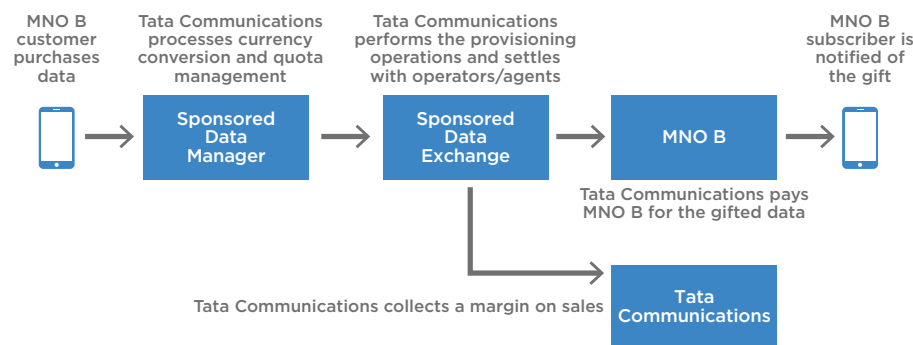
DATA GIFTING THAT WORKS ACROSS EVERY NETWORK

We also offer Mobile Data Rewards to mobile apps. This can be particularly effective for organisations that currently use similar programmes. For example, games publishers that reward top gamers with virtual currency, or VoIP and IM apps that reward users with credits that can be applied to airtime.

CSP mobile subscriber receives data gifted from a user on a different network:



CSP mobile subscriber receives data gifted from a user on the same network:



REVOLUTIONISING MOBILE DATA GIFTING

- **Proven expertise** – backed by years of experience in managing mobile exchange models
- **Extensive reach** – across the communications service provider community
- **Scalable solution** – as a one-to-one approach is not scalable, we remove the need for each CSP to establish bilateral data exchange with every other CSP
- **Transparent pricing** – we take care of automated revenue settlement

MOBILE DATA GIFTING USE CASES

- P2P on-net / off-net
- A2P on-net / off-net
- 2P / A2P remittance
- Prepaid & postpaid users

For more information, visit us at www.tatacommunications.com

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