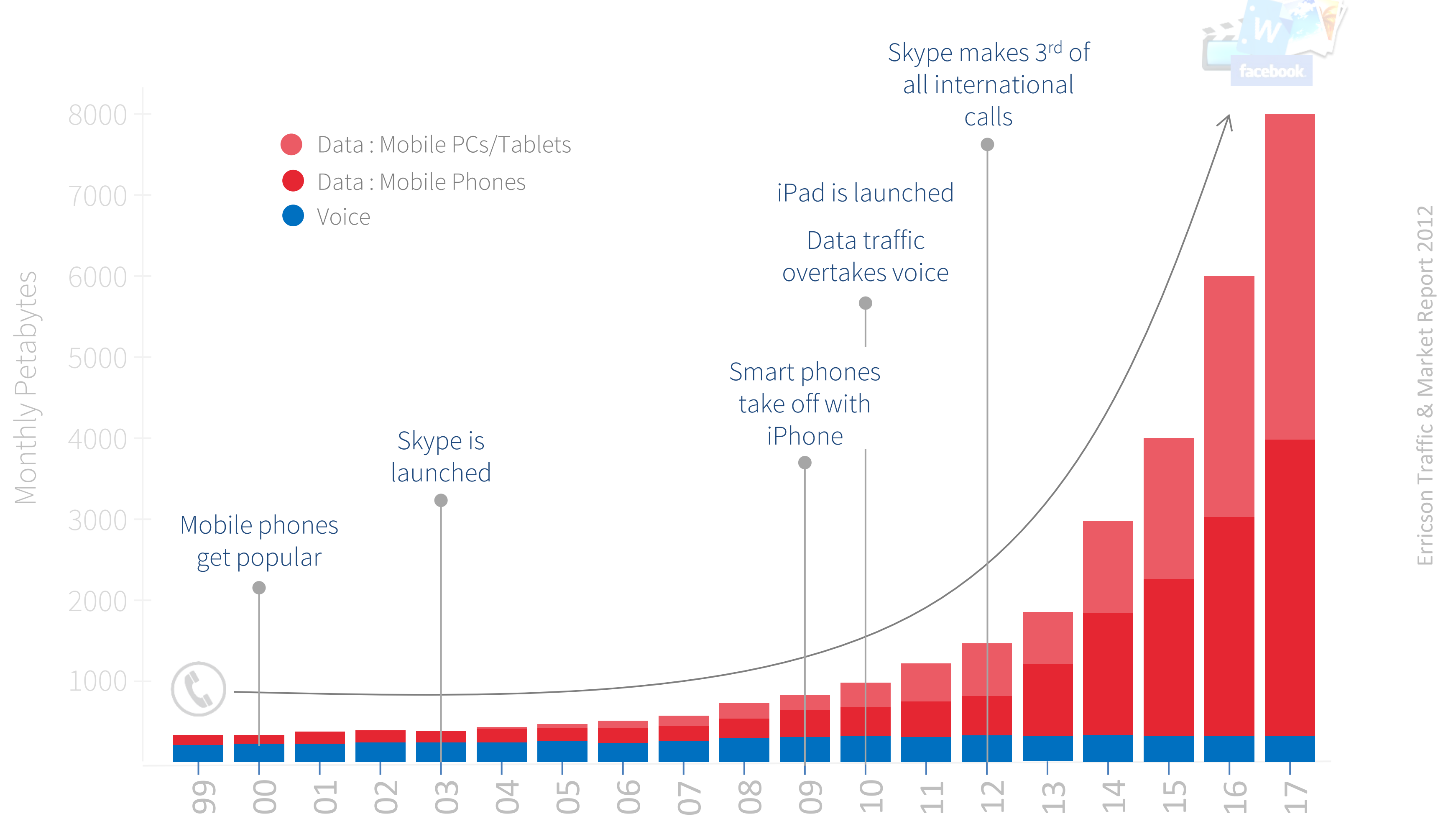
ATTENTION!
SERVICE PROVIDERS

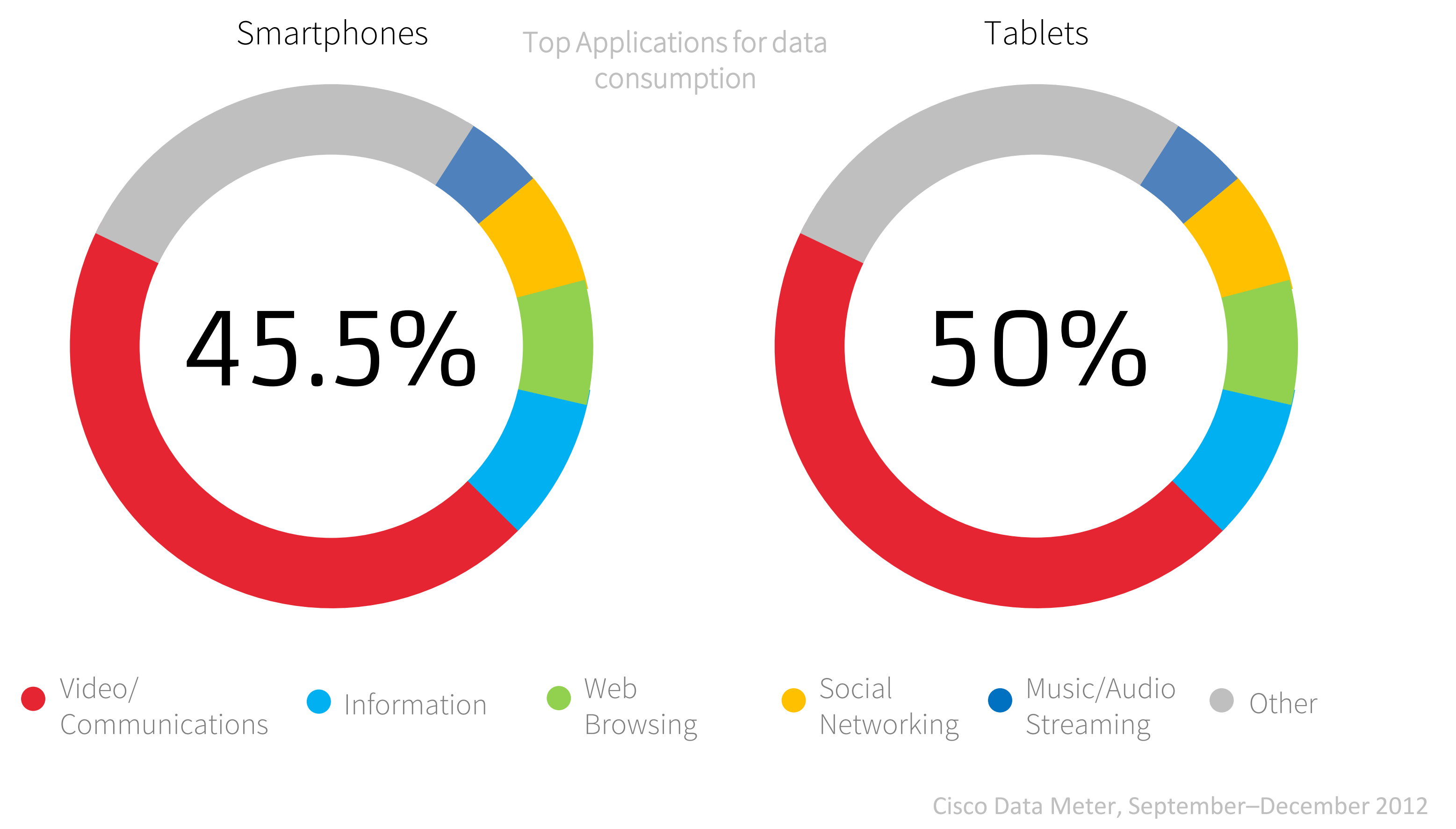
Why should you care? What is the way forward?

THE WAY PEOPLE COMMUNICATE IS CHANGING

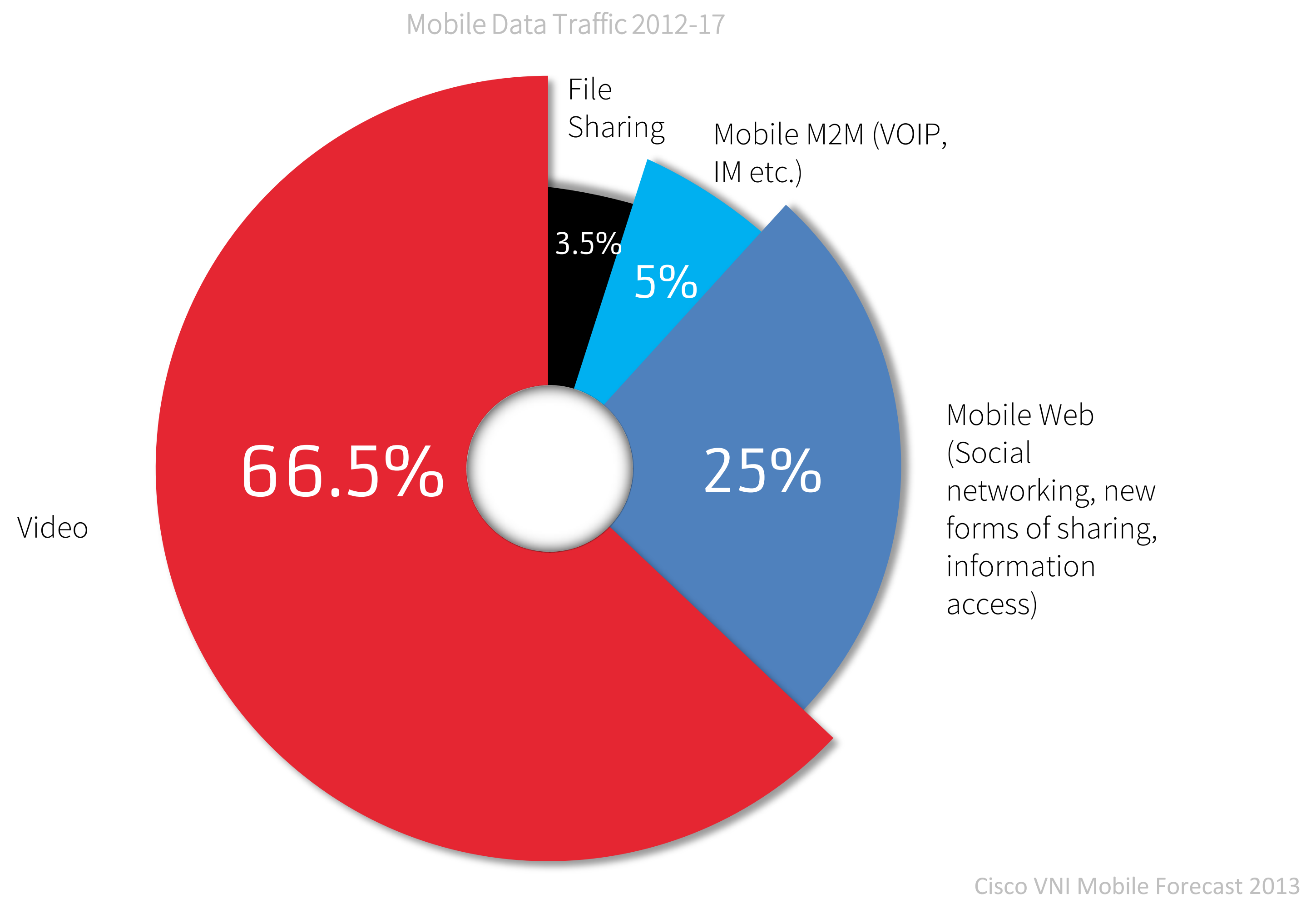
People have moved from voice to data-centric forms of communication like VOIP, IM, social networking, and file sharing.



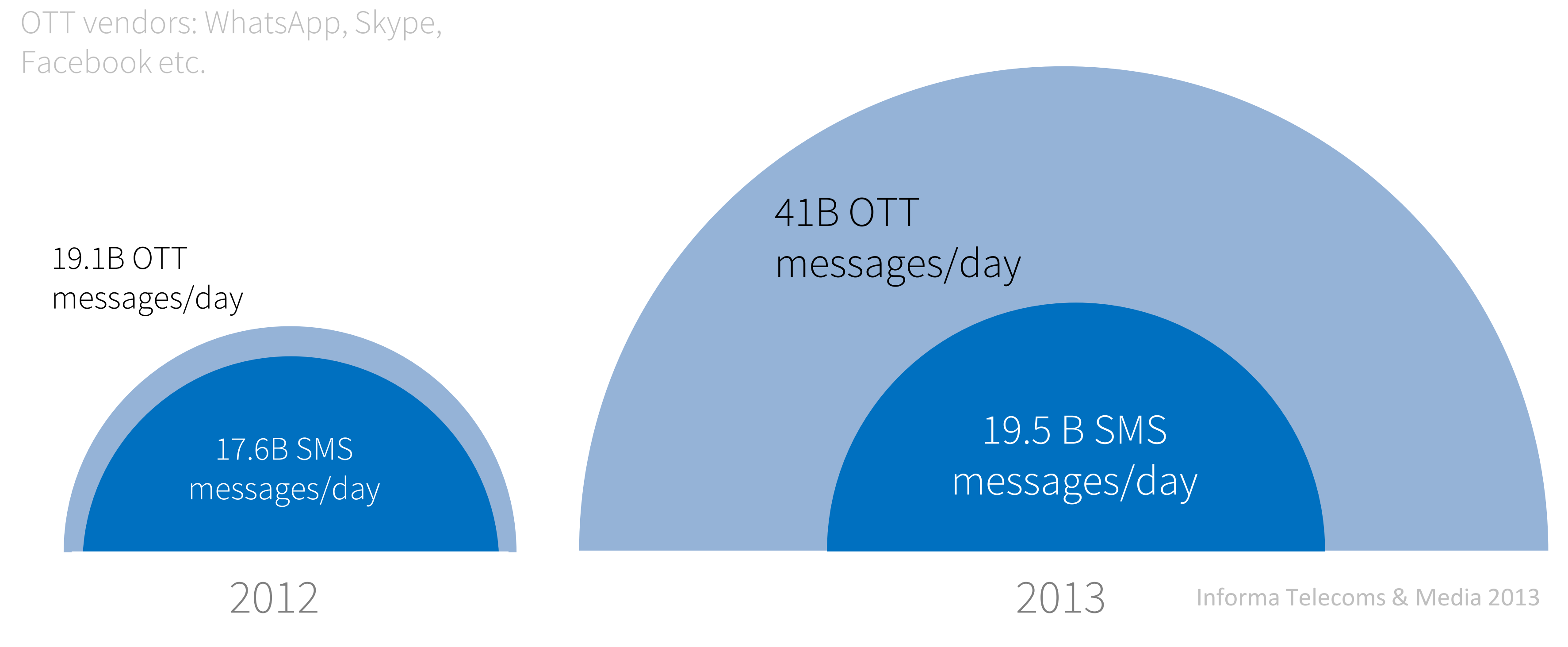
Communication remains an important part of the data explosion



But communication has truly diversified. VOIP is only a small part of the data explosion



SMS, the traditional text based messaging protocol is being replaced by new forms



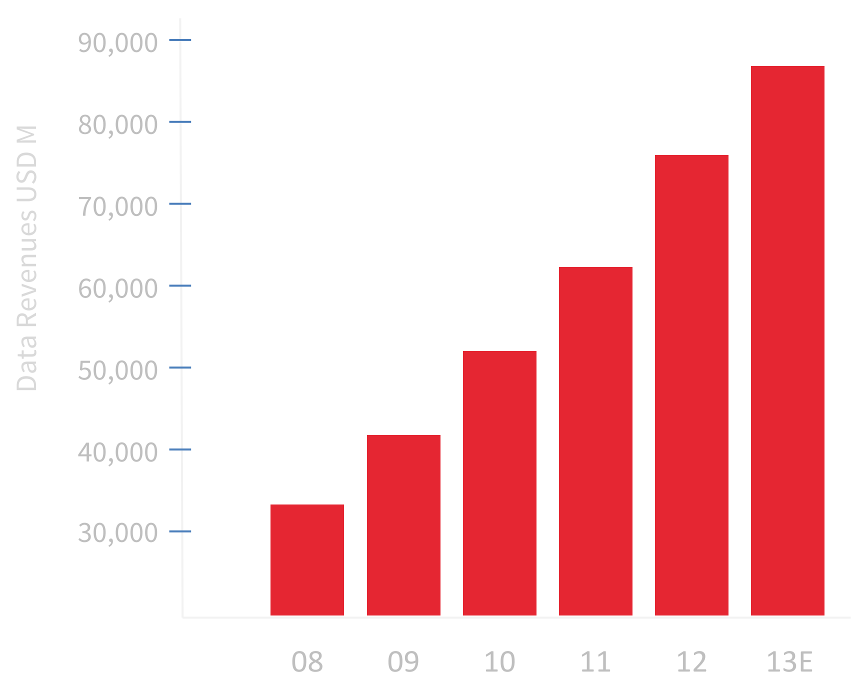
WHY SHOULD CARRIERS CARE?

Back

As the world enters the data era, the strategic dynamics of the market are changing.

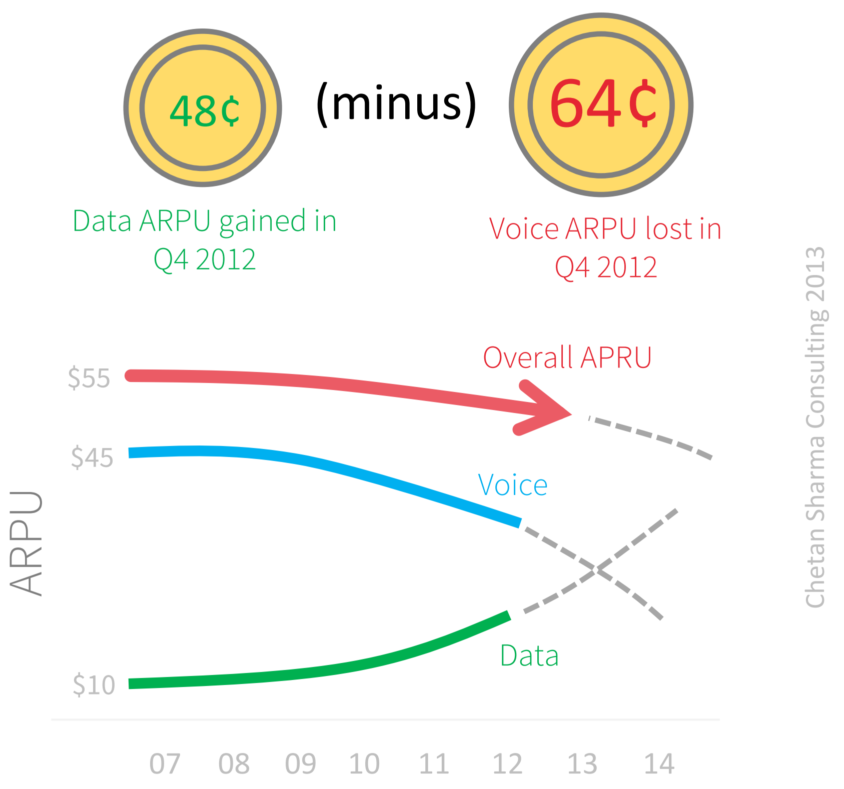
THE GOOD NEWS

As mobile data surges, carrier revenues from data are growing



THE BAD NEWS

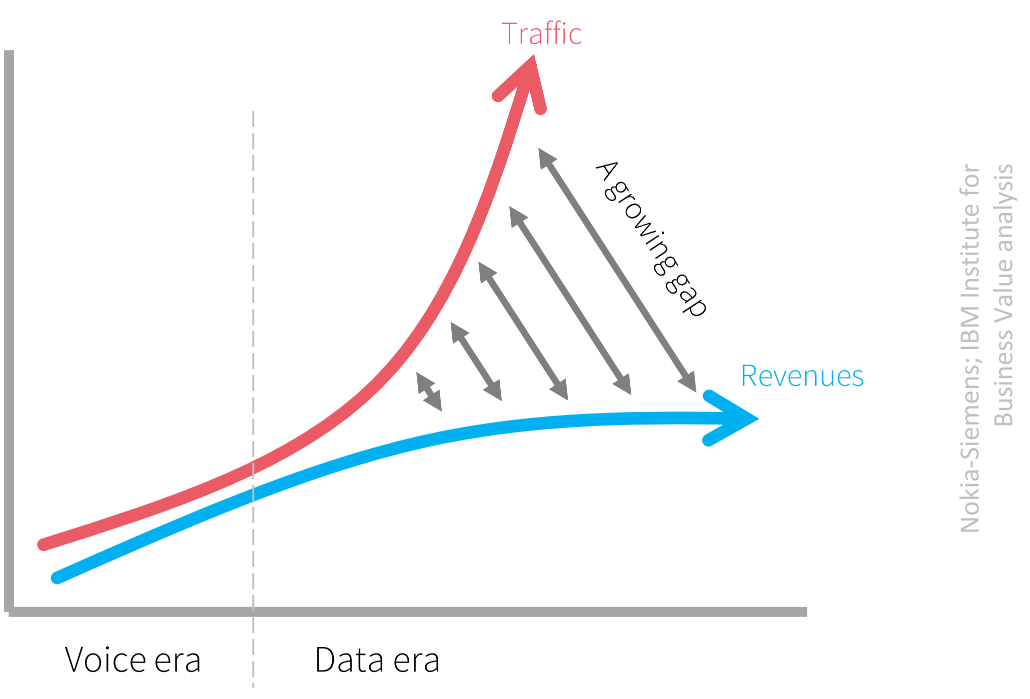
Voice revenues are declining faster than data revenue growth



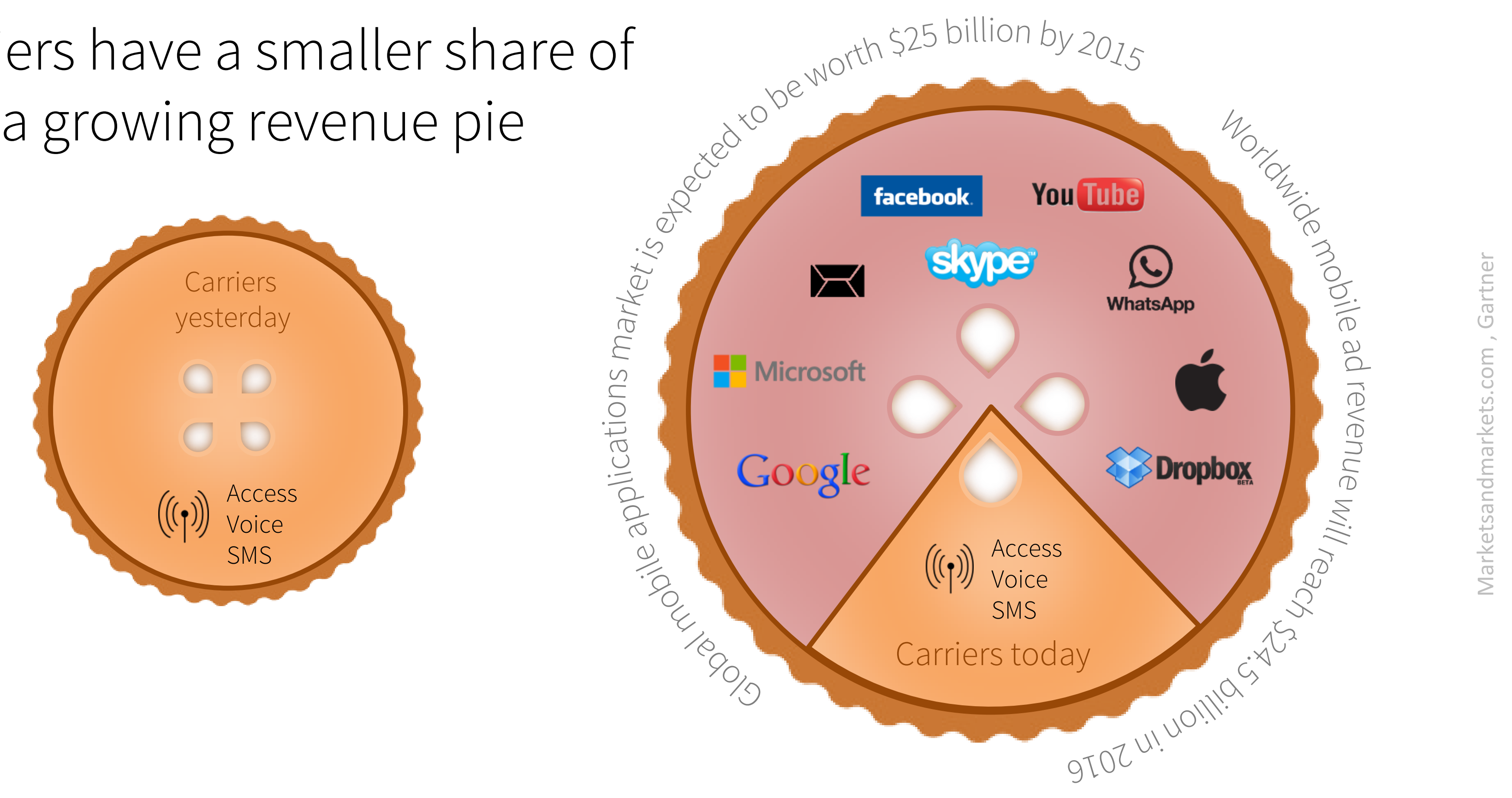
Carrier data revenues haven't kept up with data growth

85% of the traffic in the 4 major mobile networks is pure data but it only accounted for 39% of all mobile data revenues.

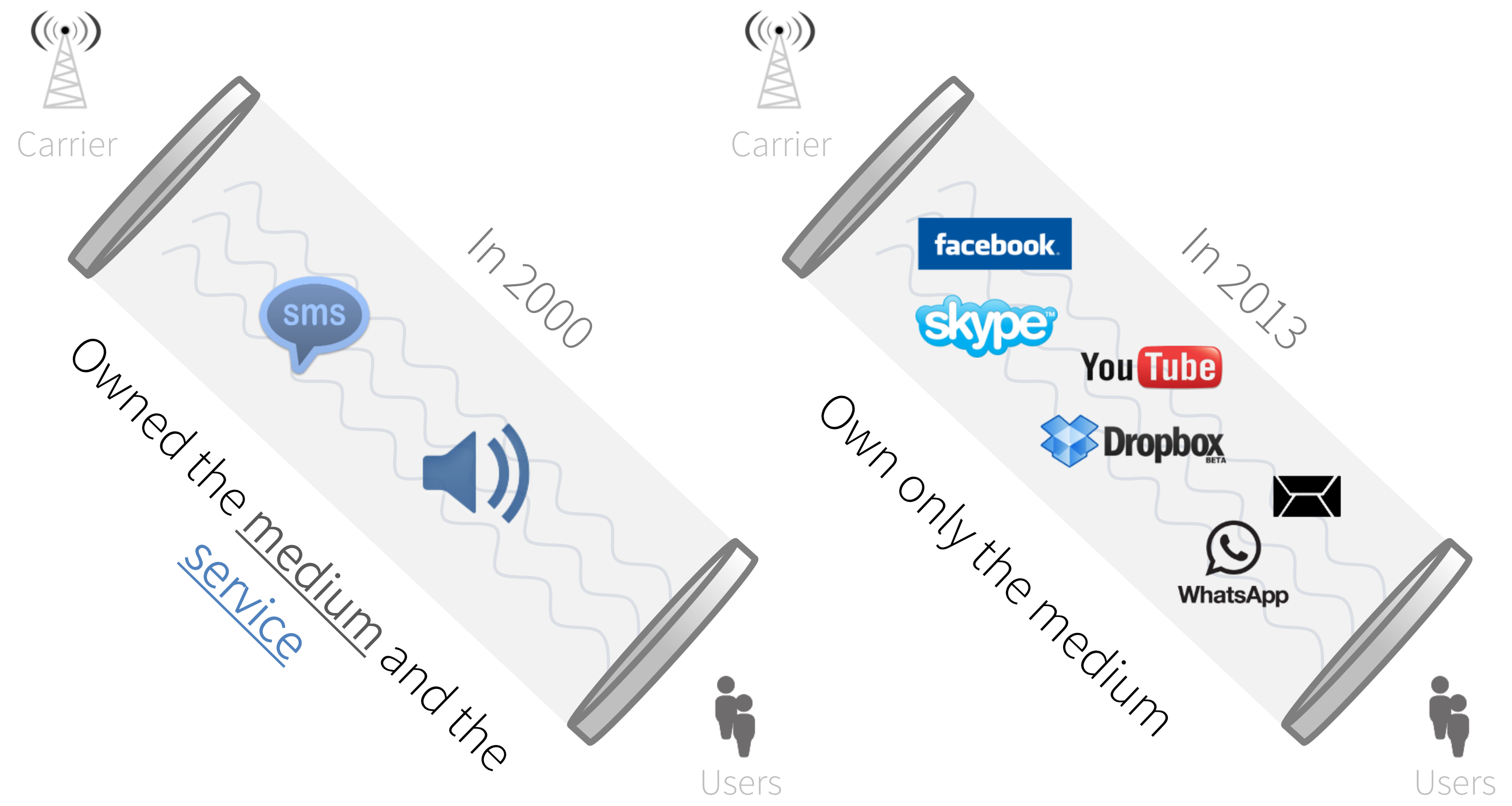
Chetan Sharma Q4 2011



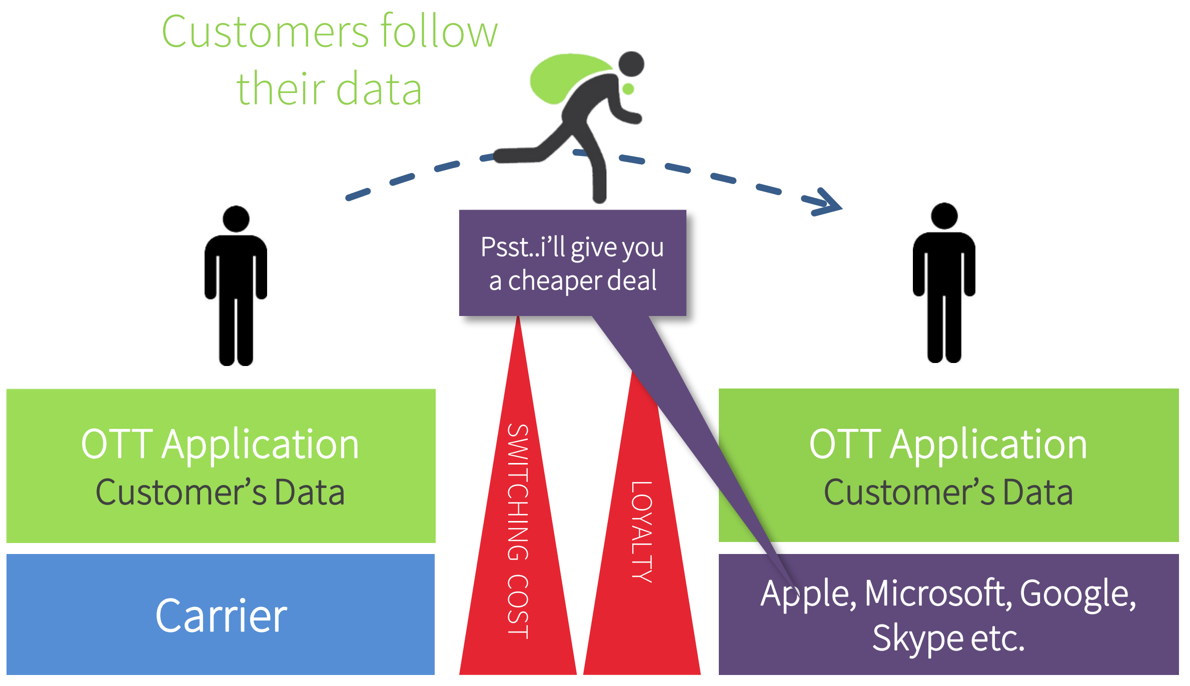
Carriers have a smaller share of a growing revenue pie



Carriers are conceding ground to OTT (Over the top) and VAS (value added services) providers



Carriers face lower switching barriers and increased churn as they no longer control their customer's data



WHAT IS THE WAY FORWARD?

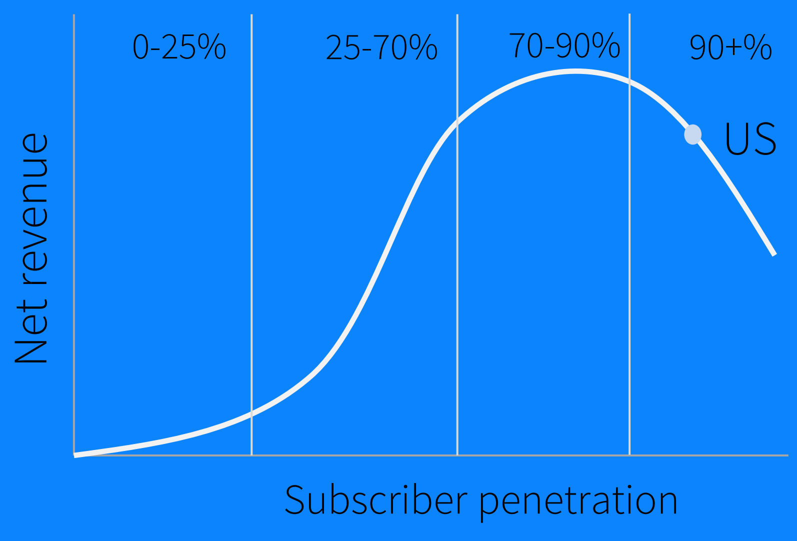
Back

As the boundaries between voice, messaging, and platforms get blurred, carriers need a fundamental shift in strategy

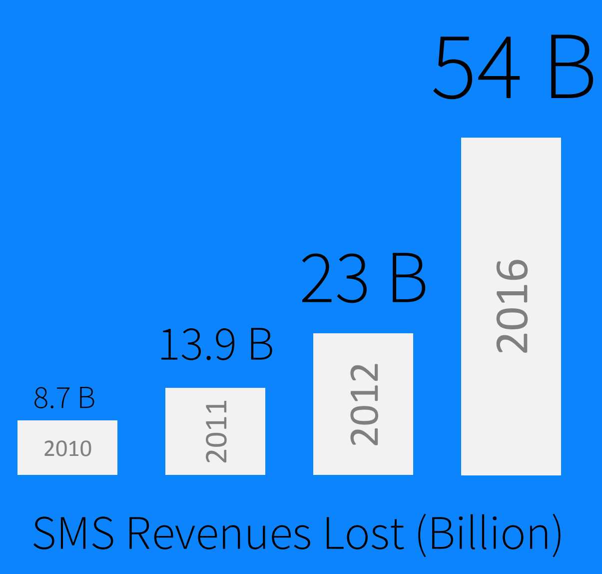
Prepare for the 4th revenue wave

Chetan Sharma Consulting 2013

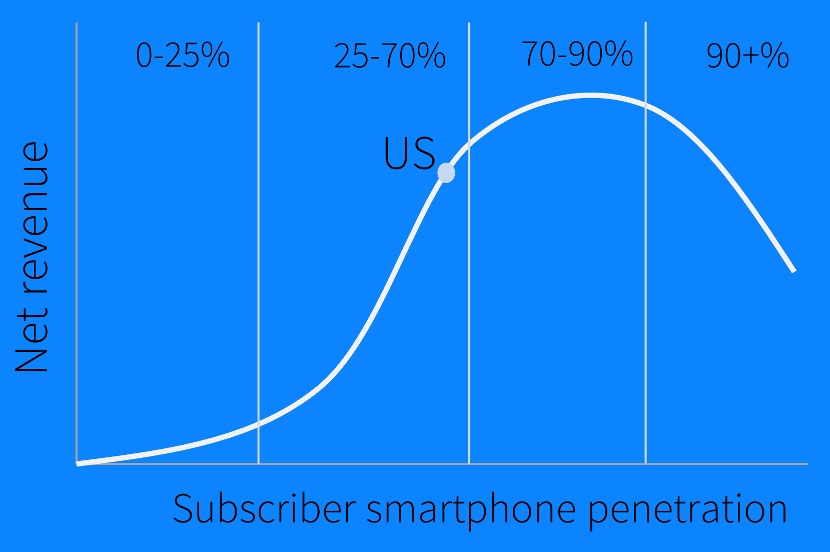
The 1st Revenue Wave – Voice is no longer sufficient



The 2nd Revenue Wave – Messaging is no longer sufficient

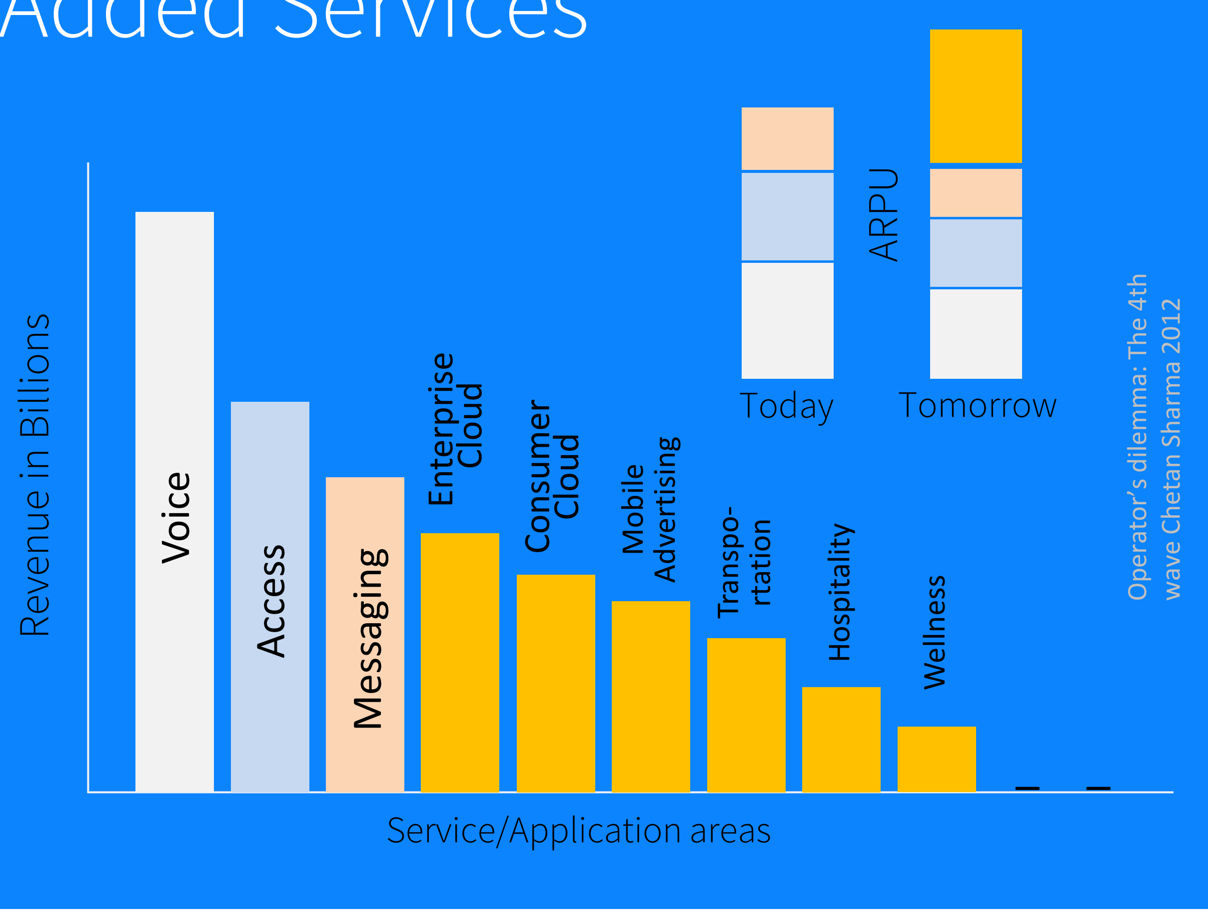


The 3rd Revenue Wave – Access will not last much longer



Enter the 4th Revenue Wave – OTT Value Added Services

"It is becoming clear that the (carrier's) long-term value will be in the portfolio of value -added services (VAS)."



HyperOffice lets you launch key OTT services under your own brand & keep your customer's data

Who?

HyperOffice is an award winning leader in cloud communication and collaboration since 2002

Leverage HyperOffice technology to enter key OTT markets

- Cloud based enterprise UCC
- Social VOIP/Web Conferencing
- Consumer Cloud

Benefits

- White labeling: Build your own brand
- Deploy in the HyperOffice cloud or your own cloud
- Best in market margins

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