

The evolution of telco networks from a “voice and data” network to a “content and app” network

Conversant understands the business challenges faced by service providers worldwide. Massive capex investments and recurring opex expenditure are required to build, maintain and upgrade networks to satisfy end customers increasingly appetite for better and faster connectivity.

While the costs are increasingly, top line revenues are not increasingly at a similar rate, or in some cases, even decreasing. As a result, income statements and balance sheets of telecommunication service providers are increasingly stretched. There seems to be no business case to build up the next generation networks such as LTE and FTTH but not building and investing means rapidly giving up on competitive positioning. The “dumb pipe” seems increasingly like a self-fulfilling prophecy.

Conversant’s core technologies and products offer service providers an avenue to monetise their network assets and subscriber base.

Do you hope to give your customers a better end user experience while reducing business costs? With Conversant, you can **Manage**.

Do you wish to have a share of the revenue when users stream an HD video file over your networks? With Conversant, you can **Create**.

Do you want to partner with third party content and application providers to offer more value added services to your subscribers? With Conversant, you can **Increase**.

Developed using our proprietary technologies, Conversant’s Swift range of content caching, content distribution and subscriber management products allow service providers to:

- ✓ **Manage** cost of delivering rich content and applications to their subscribers
- ✓ **Create** new revenues by creating differentiated content delivery services
- ✓ **Increase** customers loyalty and satisfaction through offering users a personal Internet experience

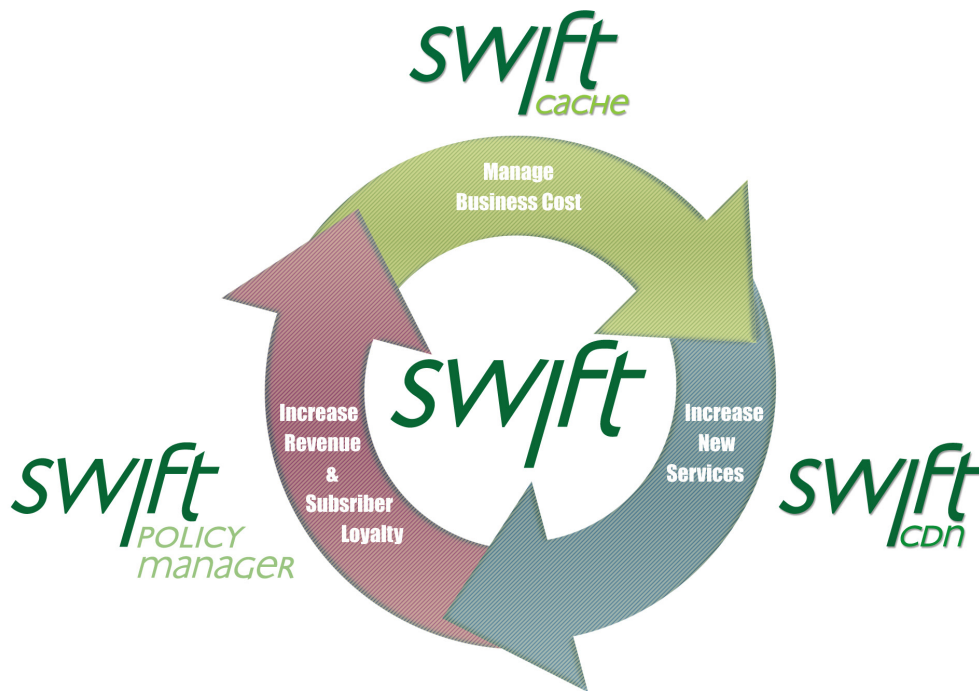
We deliver a Content and Subscriber aware network for our service provider customers so that new infrastructure investments have a direct linkage to new revenue generation. There can be no more “build and we hope that they will come” assumptions in decision making. Subscribers will definitely come and content and application will definitely flow through any new network investments. Question is whether new revenues will also flow to the service providers.

We do not for one moment assume that we know all the questions and the answers. Our customers know their businesses much better than us. We are just a business and technology enabler and our success is defined only by the success of our customers’ business.

Find out more at www.conversant.com.sg

Company Profile

Monetising Networks through Content & Subscriber awareness



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