



# NGAGE CNPaaS

Communication and Network  
Platform as a Service

# ACCELERATE MONETIZATION OF NETWORK ASSETS

With the advent of the digital era, consumer demands are reaching new heights. Enterprises are embracing digital-first strategies not only to optimize their business and improve ROI but also to give personalized customer experience.

In this new era where consumers are looking at engaging experiences across multiple channels, enterprises are focused on creating seamless digital journeys through advanced messaging capabilities such as conversational AI, voice, social and OTT based communication.


**According to IDC, the CPaaS market is projected to reach \$29.7 billion by 2026, with 90% of global enterprises expected to adopt API-enabled CPaaS offerings as a key strategy to enhance digital competitiveness, a significant increase from 20% in 2020.**

At the same time, network is creating make-or-break condition for next generation of digital applications used by enterprises. From healthcare to media, industrial automation to farming, the applications and devices are relying on the network availability, latency and performance to meet the business-critical use cases.


Telcos are best positioned to fulfill these requirements by leveraging the network intelligence, proximity and connectivity to realize their beyond connectivity vision of monetization led by communication and network APIs.

**According to STL Partners, the Network API market is anticipated to grow to \$34 billion USD by 2030.**

## TELCO'S MONETIZATION NEEDS




**Monetization at scale** with new revenue stream generation across various industry verticals



**Creation of developer ecosystems** to enable consumption of communication and network APIs and foster innovation




**Flexibility of platform** to support vertical specific use cases without significant software development effort




**Focus on scalability** without additional financial and operational burdens related to security


## THE NGAGE CNPAAS PROMISE




**Create B2B2X value chain** by offering CPaaS and NPaaS to their enterprise customers



**Enable developers** to exploit programmable networks through intent discovery allowing them to create new vertical solutions



**Low Code / No Code** platform to adapt network and communication capability for emerging use cases



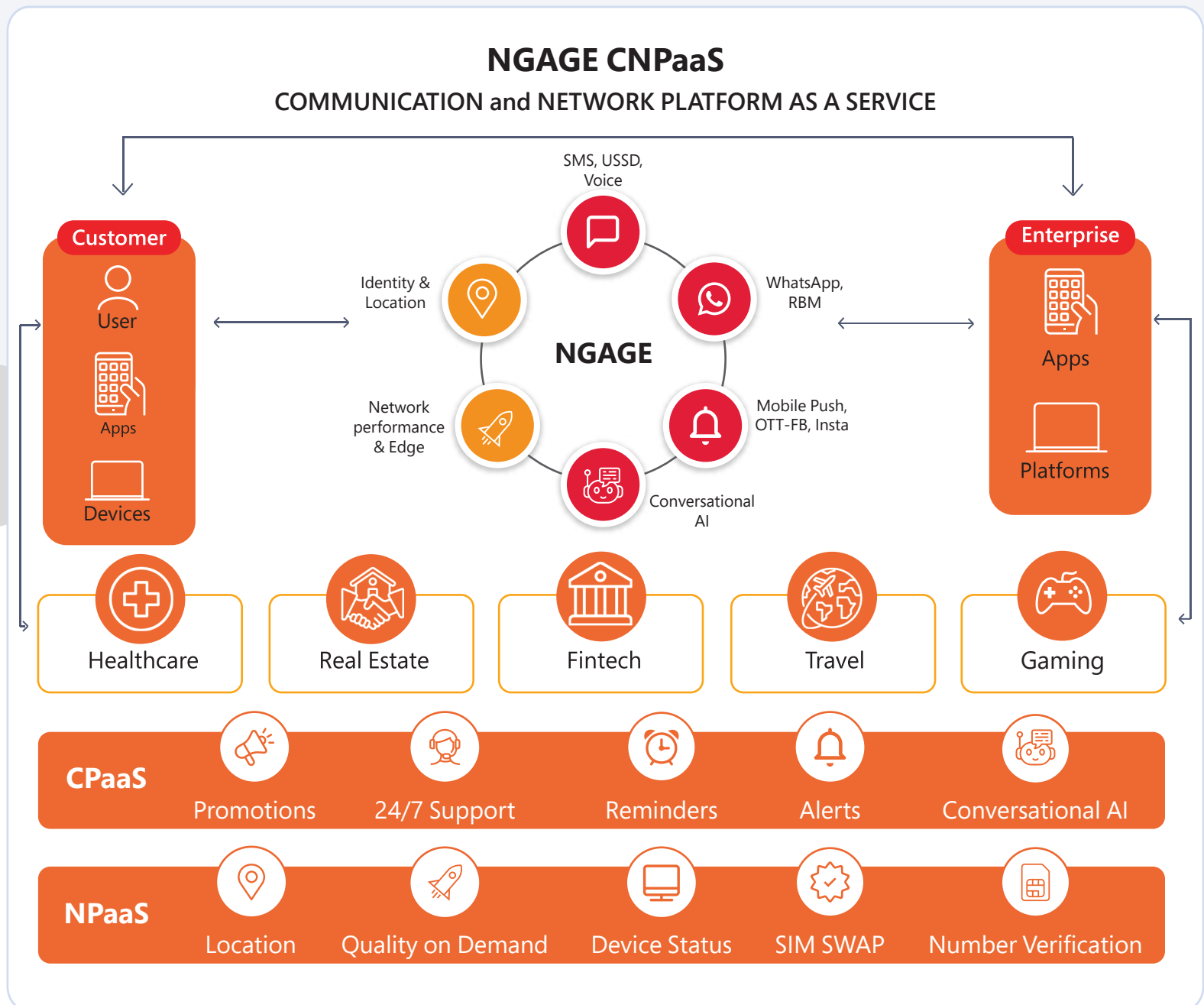
**Multi-operator, Cloud agnostic platform** powered by zero trust security for enhanced network protection

## EMBRACE THE FUTURE WITH NGAGE CNPaaS

**NGAGE CNPaaS** is a GenAI enabled communication and network platform as a service, helping telcos monetize their programmable assets, including network capacity and capability through universal, simplified and standardized APIs, at scale, on demand.

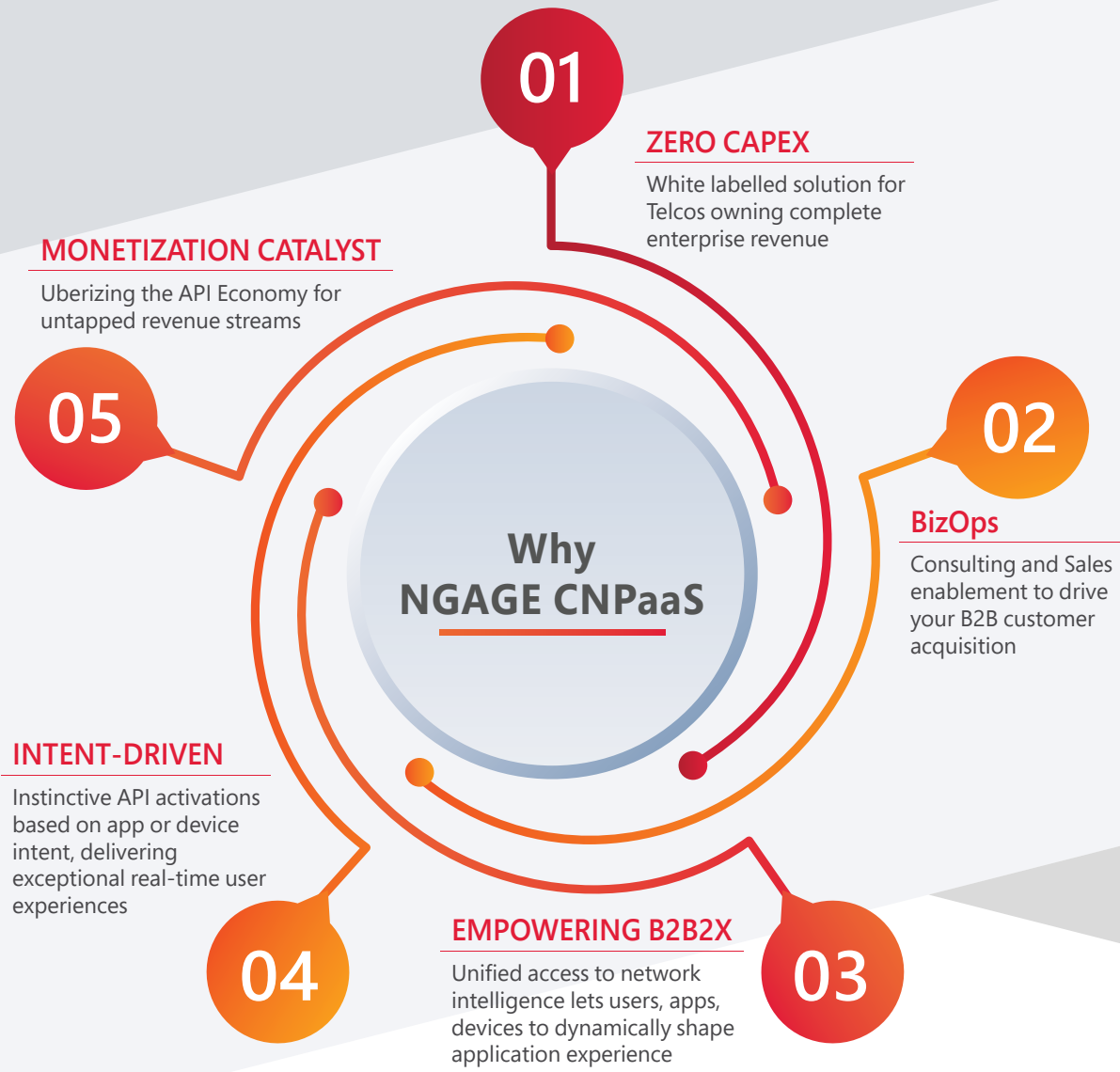
Offering omni channel communication and control over network to the end consumers, NGAGE CNPaaS brings a paradigm shift in customer experience by leveraging the programmability, reliability, security and scale of 5G low-latency networks for an always connected digital world.

Through a single platform, telcos now have the flexibility to provide Communication and Network APIs, helping enterprises engage better with their end customers or enable their applications to query and configure network. The platform enables applications and devices to dynamically control and tailor their network experience in real-time.

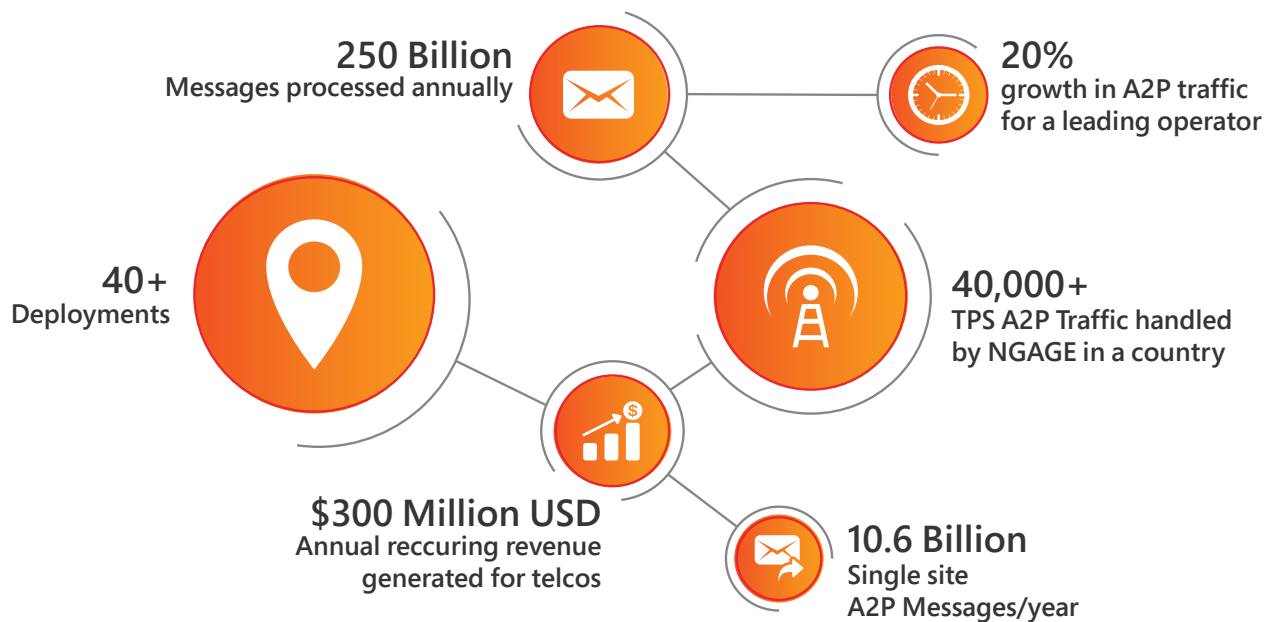


## CNPaaS KEY CAPABILITIES

- 01 ENTERPRISE LIFECYCLE**  
Manage journey from On-boarding to Billing
- 02 FLEXIBLE BILLING**  
Choose from Pre-Paid or Postpaid billings and multiple charging options (PAYG, Pack, Slab)
- 03 PROGRAMMABLE COMPONENTS**  
Integrate secure connection to enterprise apps via our Programmable APIs
- 04 NO CODE JOURNEY BUILDER**  
Build workflows visually with drag-and-drop change journeys word with component
- 05 INTENT MANAGEMENT**  
API and event-based intent discovery
- 06 POLICY AND DEVICE CONFIGURATIONS**  
Manage devices. Control network behavior using device, app, location, and consumption pattern
- 07 NETWORK DISCOVERY AND SERVICE AGGREGATION**  
Integrate with any network through pre-packaged libraries
- 08 MULTI-DOMAIN EVENT DISTRIBUTION**  
Manage network event subscription and distribution across domains
- 09 CONVERGENT ACCESS**  
Application-driven control for 5G, 4G, Wi-Fi6 or SD-WAN
- 10 CONVERSATIONAL AI**  
Live chat with Smart NLP engine for human like interaction
- 11 CAMPAIGN MANAGEMENT**  
Build, schedule and launch intuitive and contextual campaigns
- 12 ANALYTICS AND LOGS**  
Actionable business and operational insights



## NGAGE CNPaaS: TRUSTED BY CUSTOMERS WORLDWIDE



Conformant and Inspired by Industry Standards & Technology



### About Comviva Technologies Ltd.

Comviva simplifies business complexity. Our innovative portfolio of digital solutions and platforms brings greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform, and bring efficiency. From maximizing customer lifetime value to enabling large-scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow.

Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries and have delivered the benefits of digital and mobility to billions of people around the world. Comviva is a completely owned subsidiary of Tech Mahindra and a part of the Mahindra Group. For more information, visit us at [www.comviva.com](http://www.comviva.com)