



# MobiLytix™ AI<sup>x</sup>

## Data Science As A Service

2x\*

Increase In  
Go-To-Market Speed

120+

Ready To Deploy  
AI/ML Models

10%+

Revenue  
Uplift

90%+

AI/ML Model  
Accuracy

***Accelerating***  
**AI for CVM**

\* Subject to conditions

# MobiLytx™ AI<sup>x</sup>

## Data Science As A Service

Communications Service Providers have large repositories of data that can be leveraged to uncover actionable insights. Obtaining value from this data is challenging but vital to ensure increased revenue, drive offer acceptance and reduce churn. Another challenge is the absence of proven Artificial Intelligence (AI) / Machine Learning (ML) models in the Customer Value Management (CVM) domain.

Comviva's Data Science-as-a-Service addresses these challenges by offering ready-built customer lifecycle AI / ML models to drive CVM initiatives.

Utilizing the MobiLytx AI<sup>x</sup> workbench, our telco-specialist data scientists can deliver models with over 90% accuracy and reduce time-to-market.



### **MobiLytx AI<sup>x</sup>**

A smarter, faster, multi-experience AI Workbench that cuts the time and cost of implementing AI / ML models in half.



### **Data Science As A Service**

Solutions that communicate the role and value of the data, providing context and deriving insights, leveraging a pre-built CVM Model Dictionary



### **120+ Ready-Built CVM Model Solutions**

Ready-built AI/ML models across the Customer Lifecycle from GET, GROW to KEEP. Industry proven solutions that deliver a quick start for marketers



### **Accelerated ML Ops**

Automatic code deployment to accelerate Go Live. Data Storytelling based Performance Dashboard for post Go Live monitoring



### **CVM Data Science Experience**

Telecom CVM data science experience brings specialized consulting value to marketers



### **Proven CVM Model Accuracy**

Proven AI/ML model accuracy beyond 90%, quickly achieving incremental revenue and retention targets

# Data Science-as-a-Service

## Driven by AI Competency Centre Approach

We deliver Data Science-as-a-Service in collaboration with our clients using our AI Competency Centre (AICC) methodology. Our AICC approach utilizes ready built data science model solutions and MobiLytix AIX to accelerate time to market.



## Benefits

Proven capability to deliver data science solutions for CVM, alone or in combination with MobiLytix AIX



Earlier value realization from AI powered CVM



Faster time to market with reuse of ready-built model frameworks



Better CVM marketer and data scientist coordination



**Up to 50% reduction**  
in time-to-market



**Up to 50% reduction** in the cost  
entailed in deployment of AI/ML  
models (Accelerated ML/Ops)



**User friendly GUI based  
workbench** with auto exploration,  
model creation features



**Parallel creation**  
of 4 multi algorithm models  
at the same time



**Multi-User Environment**  
3+ users can concurrently  
work on any module



**Easy Integration** with  
3<sup>rd</sup> party systems  
using batch file API



**In-built dashboards**  
offering holistic Data  
Storytelling on performance



**2X increase**  
In the productivity of  
data science teams

# MobiLytix™ AI<sup>x</sup>

## Data Science As A Service

### About Comviva

Comviva is changing the world through digital experiences. Our innovative portfolio of digital solutions and platforms brings greater choice, faster time to market, and flexibility to meet our customers' evolving needs better as they drive growth, transform, and bring efficiency. From maximizing customer lifetime value to enabling large-scale digital transformation, we partner globally with communications and financial industry organizations 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. They have delivered the benefits of digital and mobility to billions of people around the world.

For more information, visit us at [www.comviva.com](http://www.comviva.com)

