Grow Revenue in the SMB Segment with Mobile-Native UCaaS

Mobile Business Communications and Collaboration

As the worldwide wireless market growth slows year over year[i], Mobile Network Operators (MNOs) seek new revenue opportunities, not through attracting new customers, but by upselling existing customers. With 99%[ii] of businesses having fewer than 500 employees, the SMB segment represents an untapped market that could provide a valuable source of new revenue.
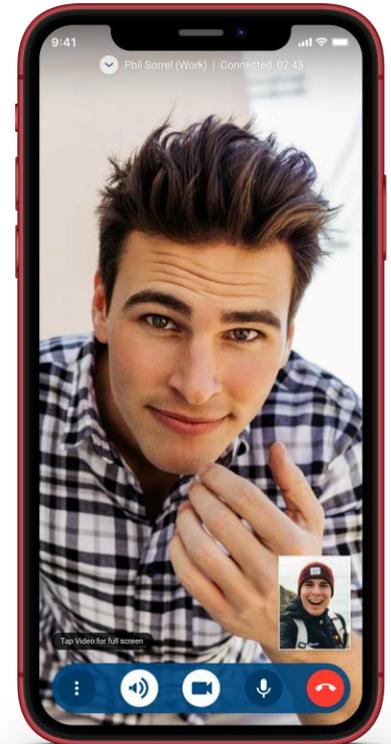
Over time, the communication needs of the SMB have been transformed by mobility and messaging. Workers are predominantly mobile and expect mobile experiences[iii]. Meanwhile, consumers have shifted from using voice as the primary channel to contact the SMB to preferring to interact via text messaging[iv].

To meet these needs, SMBs have limited options available. Traditional key systems or PBX systems with desk phones do not provide the mobility or user experience employees need. Corporate mobile devices are marked by a lack of business features and are inconvenient for employees who are then required to juggle multiple phones. Plain Bring Your Own Device (BYOD) is marred by issues with work/life balance, lack of SMB control of the customer relationship, as well as security and compliance concerns.

That leaves SMBs with Unified Communications and Collaboration (UCC) solutions. While they can provide the features SMBs need, conventional UCC solutions are characterized by poor mobile quality of service (QoS), limited messaging capabilities to external users, and a legacy wireline user feature set and user experience.

With a smartphone centric user experience, Mavenir's Mobile Business Communications and Collaboration is the ideal solution to address the needs of the SMB market.

To compete in the SMB market, MNOs need an innovative UCC solution designed with the mobile user experience in mind that can leverage the strengths of their largest investment – their mobile network – such as guaranteed mobile QoS for all services and universal reach for external messaging. This solution should provide a consumer-like experience that is easy to use on any device (smart phone, tablet, or PC) while allowing business users to message anyone in the world, without competing for bandwidth with other applications in the network.

Mavenir's Mobile Business Communications and Collaboration is a Unified Communication as a Service (UCaaS) solution that is purpose-built around the mobile user experience, uniquely leveraging the mobile network strengths, combining a powerful set of features that includes multi-line, whiteboarding, screen sharing, teleconferencing and more, with universal messaging and VoLTE—all delivered with carrier-grade mobile QoS.

Mobile Business Communications and Collaboration: A True Mobile Experience

An industry first, and part of a long tradition of industry firsts, Mavenir's Mobile Business Communications and Collaboration is a complete UCaaS solution offered as a cloud service in a simple per-seat subscription model or as an in-network CAPEX deployment.

Built on our leading virtualization technology, multi-line capabilities, and using universal standards-based messaging—rather than a propriety implementation—it features high definition voice and video calling, a business-critical set of calling features, conferencing and on-line meetings, file sharing, screen sharing, whiteboarding, and converged messaging.

Mavenir's UCaaS solution integrates with the MNO's existing infrastructure to provide them with a superior mobile service offering for their business channels. It integrates chatbot and messaging as a platform (MaaP) applications as well, expanding A2P and B2C revenues, while also providing the functionality to enable advertising and freemium models.

Features

Mavenir's Mobile Business Communications and Collaboration features consist of the following:

- HD audio, video, and conferencing capabilities from a single user interface
- Universal messaging to allow business users to reach any number in the world
- Support for multiple devices, lines, and personas per user without requiring multiple user licenses
- Online meetings with screen sharing and whiteboarding
- Seamlessly switch calls between devices
- Synchronized call and chat history across all devices
- Network-based address book
- Text-enabled business lines for better availability
- Simple and intuitive Administration Portal for user authentication, client configuration, and access control

BENEFITS

Mobile Network Operator

- Based on Mobile Architecture: NFV compliant, includes all required network elements, and provides regulatory support for E911, LI/CALEA, and STIR/SHAKEN
- Carrier Grade with operator scale and reliability, live software updates, geographic redundancy and guaranteed QoS for all services via LTE QCI
- Mobile Native with integration to VoLTE, IMS, and SIP Trunking solutions; mobile native messaging that supports RCS/SMS/MMS; and text enablement of business land lines
- Simple and affordable multi-device support with streamlined user/device licensing, powerful call forking, data synchronization, and easy switching of calls between devices
- Synergies with Mavenir's Mobile Business Fabric Portfolio, which provides the network components that power all of Mavenir's mobile business solutions
- Rapid integration of 3rd party Business IP Phones

Business Users

- Mobile-native feature set that provides the business features SMBs need with an intuitive, mobile experience they expect rather than emulating the wireline phone experience on a mobile OTT client
- Multiple lines/IDs and easy-to-activate Common Work Line for enhanced availability to customers
- Universal messaging rather than a proprietary messaging walled garden that allows business users to reach any mobile user in the world
- Business continuity and disaster recovery with no dependence on a wireline infrastructure
- Guaranteed LTE QoS for all services including voice, video, and collaboration
- Admin Portal with responsive design and touch support for mobile management
- Flexible Identity model for phone number, email address, social media accounts, and more

Summary

Mavenir is changing the game for business communications and entering into a new UCaaS market category: mobile-native. Our unique Mobile Business Communications and Collaboration solution leverages the mobile network to provide the best Unified Communications and Collaboration experience available to the SMB market today. With our mobile-native solution experience, mobile network operators can quickly reach business channels with an exceptional, secure, and seamless mobile business experience that exceeds end-user expectations and opens new revenue generation from the untapped SMB market.

As part of Mavenir's Mobile Business Fabric™, the Mobile Business Communications and Collaboration solution provides mobile workers with easy and dependable access to group communications and collaboration tools from their device of choice. It's a win-win-win situation for network operators, their business customers, and end users. Offered in a variety of affordable subscription packages, it is a cost-efficient, highly-secure, easy-to-manage, mobile-native UCaaS solution that will change the way we think about business communications.

About Mavenir

Mavenir is the industry's only End-to-End, Cloud Native Network Software Provider, redefining network economics for Communication Service Providers (CSPs). Our innovative solutions pave the way to 5G with 100% software-based, end-to-end, Cloud Native network solutions. Leveraging industry-leading firsts in VoLTE, VoWiFi, Advanced Messaging (RCS), Multi-ID, vEPC and vRAN, Mavenir accelerates network transformation for more than 250+ CSP customers in over 130 countries, serving over 50% of the world's subscribers.

We embrace disruptive, innovative technology architectures and business models that drive service agility, flexibility, and velocity. With solutions that propel NFV evolution to achieve web-scale economics, Mavenir offers solutions to CSPs for revenue generation, cost reduction, and revenue protection.

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[i] GSMA Research
[ii] US Census, OECD
[iii] Emergence 2018, dBrn Associates 2017
[iv] MarketScale 2019