

F R O S T & S U L L I V A N



COMVIVA TECHNOLOGIES LIMITED RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

*Identified as best in class in the Asia-Pacific digital
marketing industry*

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Comviva Technologies Limited (Comviva) excels in many of the criteria in the digital marketing space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Next-gen Marketing Technology Powers Holistic Customer Experience and Data Monetization

The data-driven digital marketing trend is one of the most important developments in the Asia-Pacific

“Comviva offers end-to-end digital marketing solutions that cover real-time personalization, AI modelling, lead generation, loyalty, and retention, to support businesses in delivering contextual marketing programs across the customer lifecycle. The company’s AI-led MarTech portfolio, MobilYtix™ Marketing Studio, offers customer value management and analytics solutions that generates actionable insights across multiple touchpoints, enabling a more profound customer experience while improving company revenue growth.”

*– Dewi Rengganis,
Senior Industry Analyst,
ICT Practice, Asia-Pacific*

(APAC) marketing industry. This marks a shift from cold-calling and broadcast marketing techniques to mobile applications (apps) and social media, complemented by collaboration tools inside the organization. Companies of various sizes across all verticals have made sizable investments in digital marketing platforms, using them to manage business operations, curate well-formulated marketing approaches, and adapt to current consumer demands. These new practices have profound implications for brand and advertising activity.

APAC is the fastest-growing digital market globally. The region is home to almost 60% of the world’s population, representing a significant potential digital marketing and advertising market. In

several APAC countries, the rising middle class collectively represents trillions of dollars in purchasing power. This makes it critical for global brands to lead with APAC-first strategies in their initiatives and prioritize investments in technologies, platforms, frameworks, and systems to create demand for their offerings.

Frost & Sullivan expects the advertising market to reach \$199.1 billion in 2026, recording a 17.5% compound annual growth rate between 2021 and 2026. The double-digit growth is primarily due to the increasing number of mobile apps that serve as viable, high-performance marketing channels. This stimulates advertisers' demand for effective monetization options and increases consumer engagement in app-driven experiences and the mobile web.

While businesses instinctively understand the value of automating their marketing processes, quantifying and analyzing these processes prove difficult. Thus, an analytics solution that enables companies to get a better handle on their usage of this major investment would be valuable.

Founded in 1999 and headquartered in Gurugram, India, Comviva provides holistic digital solutions, such as customer and revenue management platforms for telecom service providers and enterprises, real-time customer engagement and omnichannel marketing platform, and digital finance solutions for banking, payments, and digital wallets. Comviva offers end-to-end digital marketing solutions that cover real-time personalization, artificial intelligence (AI) modelling, lead generation, loyalty, and retention, to support businesses in delivering contextual marketing programs across the customer lifecycle.

The company's AI-led MarTech portfolio, MobiLytx™ Marketing Studio, offers customer value management and analytics solutions that generates actionable insights across multiple touchpoints, enabling a more profound customer experience while improving company revenue growth. Unlike competitors' digital marketing platforms that handle only one customer touchpoint, Comviva's MobiLytx™ Marketing Studio interacts with and analyzes customer behavior from various channels. This allows businesses to offer personalized and dynamic content. Leveraging next-generation technology such as AI in business automation, Comviva offers unparalleled intelligence to enable businesses to uncover customer insights and improve service offerings and customer experience. Through Comviva's digital marketing platform, MobiLytx™ Digital Marketing, companies from various sectors can build relevant offers in real-time for end customers and increase service personalization across multiple digital service delivery channels.

Outstanding Performance and Extensive Portfolio Demonstrate Comviva's Capabilities

Comviva provides a complete marketing technology stack that offers real-time personalization, AI modeling, customer engagement automation, and loyalty program management. Its portfolio includes many built-in customer data management platforms, analytics, and monetization tools. Focusing on innovative marketing technology development is also a major factor in Comviva's ability to generate additional revenue streams continually. This creative approach is a differentiator for Comviva because competitors still rely on organic growth. Due to competitors' limited vision and lack of investment in new technologies, these companies find it difficult to drive growth.

Comviva is a multinational mobility solutions company that serves over 2 billion connected consumers worldwide. In the APAC region, it has presence in 11 countries, including India, Australia, Sri Lanka, and

Indonesia. In contrast, competitors have bases in three APAC countries. With a global network of customers, partners, and vendors, the company enables businesses to increase revenue through data monetization, operate profitably, and customize marketing plans according to local market needs.

“Leveraging its unique differentiators and extensive reach to solve digital marketing needs ahead of many competitors, Comviva offers the sophisticated and seamless MobiLytix™ solution, which combines omnichannel marketing automation with a customer data platform. This enables businesses to reach cost optimization with an all-in-one digital solution.”

**– Dewi Rengganis,
Senior Industry Analyst,
ICT Practice, Asia-Pacific**

Despite the economic downturn, Comviva recorded a positive revenue performance in the financial year 2023 with a 12% year-on-year growth. Frost & Sullivan applauds Comviva for achieving market leadership in customer value management, digital financial services, and digital business support solutions. In particular, the company has seen significant traction for its MobiLytix™ platform, serving over 90 enterprises and handling more than 200 million customers monthly.

Comviva won prestigious awards for its MobiLytix™ platform, including the 2022 ISG Digital Case Study Award, 2022 ET DataCon Award, 2022 Leading lights award in the Outstanding Use Case: Service Provider AI category, and 2022 Global Artificial Intelligence Award in the Best Use of Predictive/Prescriptive Analytics category. Always forward-looking, the company continues to innovate and capitalize on fast-changing consumer behavior trends that shape the booming digital economy, allowing businesses to engage with their end customers and drive incremental revenue.

World-class MarTech Platform Powers Business Champions

Comviva’s approach goes beyond its extensive expertise and best-in-class capabilities, prioritizing customer value as a strategic imperative. The company focuses on building relationships with customers, enabling them to generate higher revenue and unlock new opportunities through cross-selling and up-selling offers via mobile apps. As a result, the company has global recognition from top clientele, such as Indosat Ooredoo Hutchinson (Indonesia), Ooredoo Kuwait, Ooredoo Tunisia, VNPT and Vietnamobile (Vietnam). These companies use MarTech solutions offered by Comviva’s MobiLytix™ platform to deliver contextual marketing initiatives to their end customers.

Leveraging its unique differentiators and extensive reach to solve digital marketing needs ahead of many competitors, Comviva offers the sophisticated and seamless MobiLytix™ solution, which combines omnichannel marketing automation with a customer data platform. This enables businesses to reach cost optimization with an all-in-one digital solution. In contrast, competitors offer platforms requiring multiple integrations into different legacy systems to complete customer data analysis functions. MobiLytix™ solution addresses challenges, such as disparate data in various customer touchpoint solutions, costly system integration, and inefficient service delivery, by integrating front-end and back-end systems at the client side with a universal integration gateway built on open application programming interfaces (API) and customer data capabilities. Direct integration with an API-based solution allows rapid integration, real-time visibility, and the ability to conduct marketing campaign program testing in wide application interfaces (e.g., inbound, and outbound channels).

Comviva's customer value management segment is complemented by its digital systems portfolio that include customer and revenue management solutions for telecom operators and enterprises, a Communications Platform-as-a-Service (CPaaS) solution to deliver omnichannel experiences and real-time communications, and digital finance solutions that offer banking, lending, digital wallets and payment solutions for telecom and financial services industries.

Frost & Sullivan believes the company is well-positioned to drive the digital marketing space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

Conclusion

Data monetization presents lucrative opportunities for companies handling millions of customer data points, such as the telecommunications and banking sectors. Comviva enables businesses to leverage these large data sets to identify, create, and monetize new business opportunities. The company taps into this need with an offering that allows companies to measure the impact of automation tools using next-gen technology and AI. Comviva's innovative MobiLytix™ solutions provide businesses with real-time insights into customer behavior through data analytics. Its seamless, universal, and all-in-one solution focused on enhancing experience and customer lifetime value, brings greater flexibility and enables faster time-to-market to reduce cost inefficiency and drive growth. It has a strong leadership focus that incorporates customer-centric strategies and exemplifies best practices implementation, helping businesses unlock new opportunities. The company remains a trusted solutions provider, earning a notable reputation for offering an excellent customer value management system.

With its strong overall performance, Comviva earns Frost & Sullivan's 2023 Asia-Pacific Company of the Year Award in the digital marketing industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends: Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

