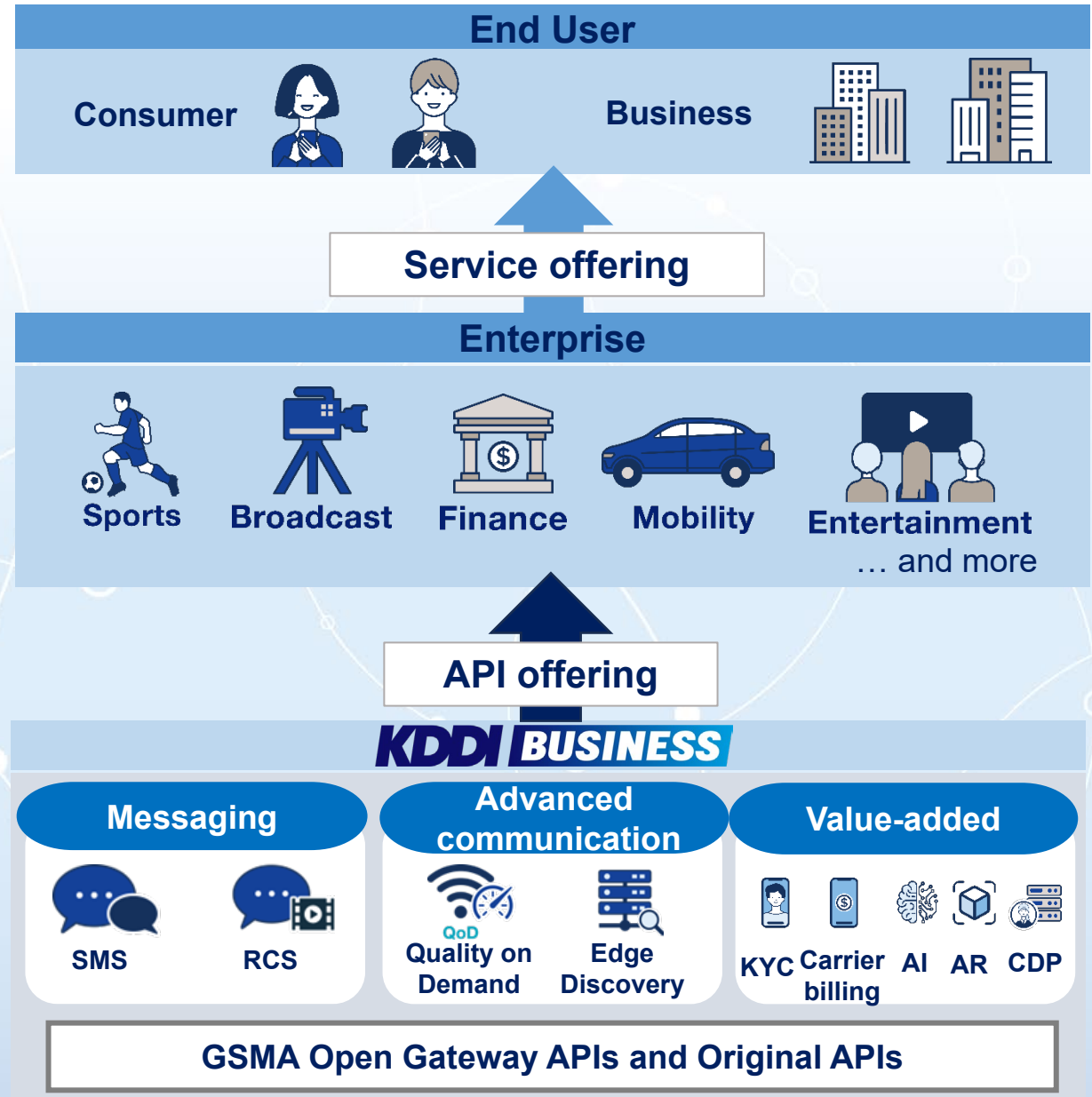# API-driven partnerships

Market environment

- The business landscape is changing, with more diverse customer needs and a global demand for services. It's crucial for enterprises to adapt the changes and offer services rapidly.

Business model

- KDDI empowers the enterprises in their transformation journey by offering APIs that support for swift service creation and delivery.
- In particular, KDDI promotes the partnerships with global enterprises across various B2C and B2B industries.

Value

- KDDI is expanding the API offerings in three categories: Messaging (e.g., SMS, RCS), Advanced Communication (e.g., 5G network slicing), and Value-added (e.g., KYC, Carrier billing).
- KDDI aims to standardize APIs with high global demand within the GSMA Open Gateway initiative.
- At MWC2024, KDDI showcases our existing 'KDDI Message Cast' service for 'Messaging' as well as upcoming broadcast industry use cases for 'Advanced Communication' and sports industry use cases for 'Value-added' services.

End User

Consumer   Business

Service offering

Enterprise

Sports   Broadcast   Finance   Mobility   Entertainment
… and more

API offering

KDDI BUSINESS

Messaging	Advanced communication	Value-added
SMS RCS	Quality on Demand Edge Discovery	KYC Carrier billing AI AR CDP

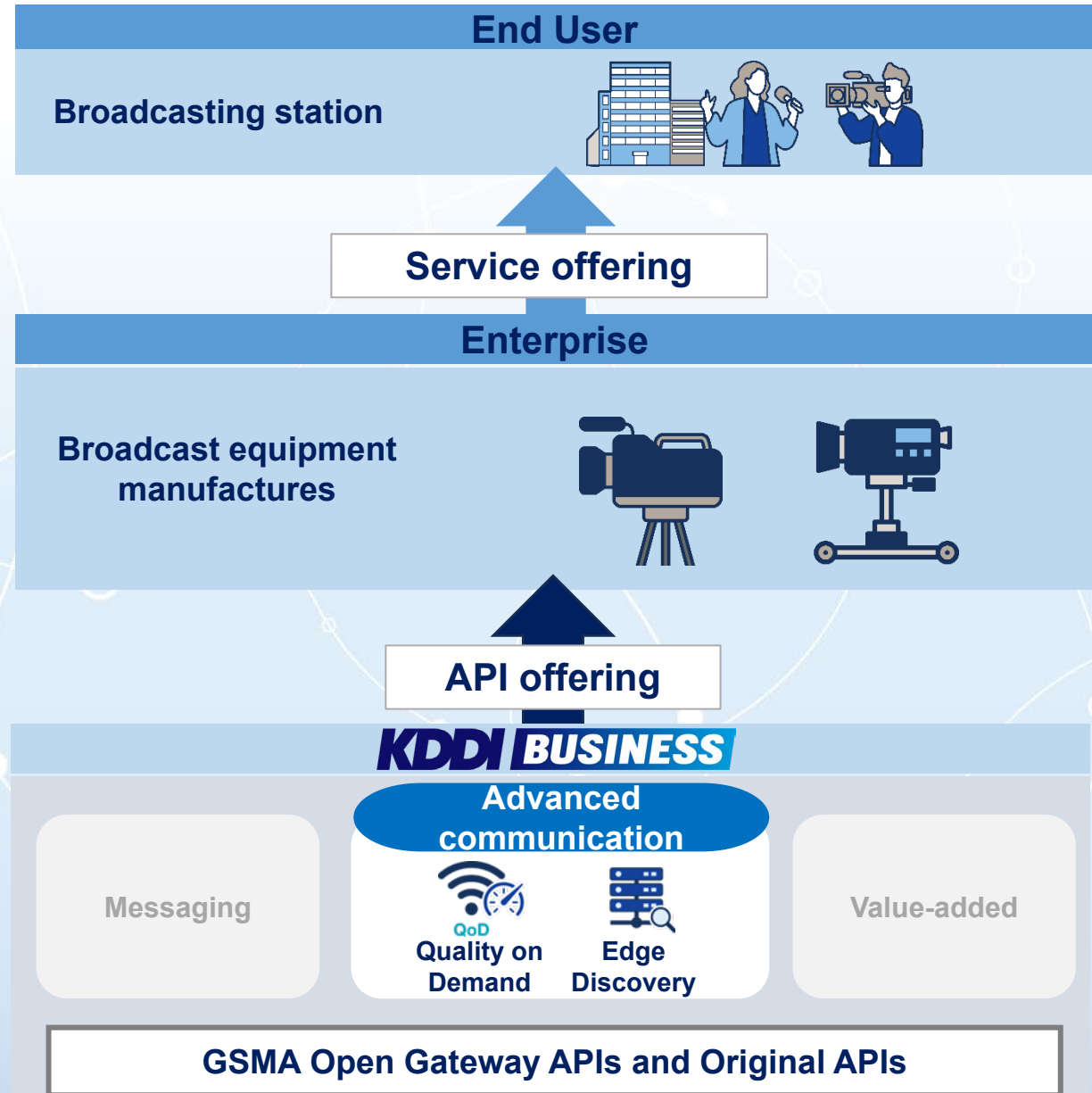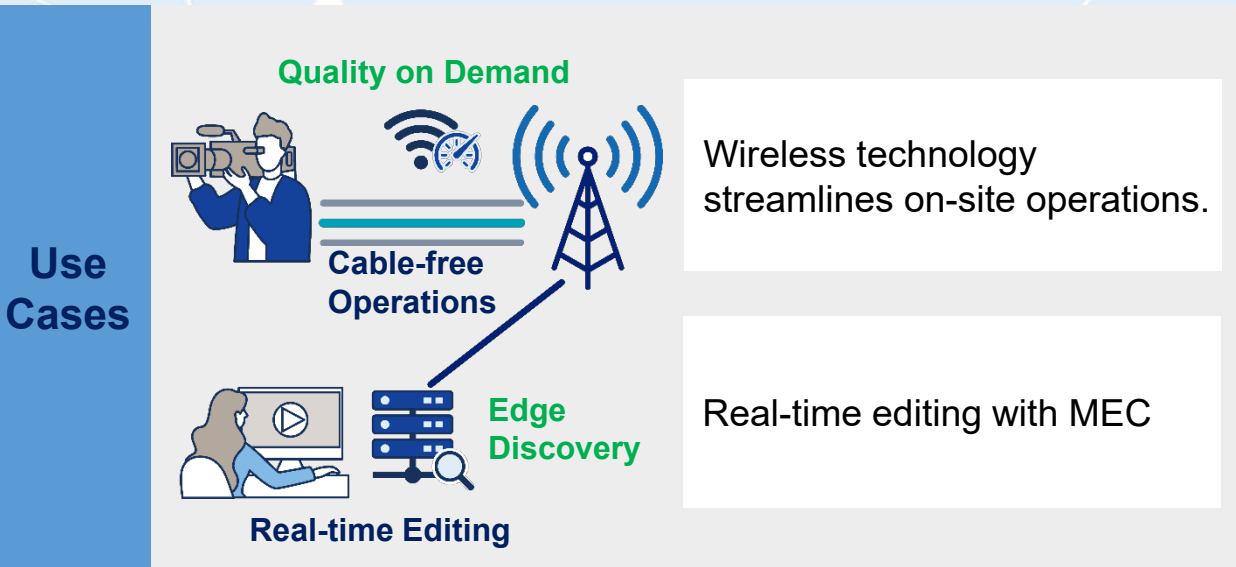**GSMA Open Gateway APIs and Original APIs**

API-driven partnerships in Broadcast

Market environment

☐ Enterprises in the broadcasting industry face issues in infrastructure preparation and staff management, such as the need for stable video transmission through wired cable installation, and the long working hours required at relay and editing sites.

Value

☐ KDDI will offer APIs that provide features like 5G network slicing for bandwidth assurance and connectivity to nearby MEC servers, facilitating wireless video broadcast and real-time editing operations.

Use Cases

Quality on Demand

Cable-free Operations

Wireless technology streamlines on-site operations.

Edge Discovery

Real-time editing with MEC

Real-time Editing

End User

Broadcasting station

Service offering

Enterprise

Broadcast equipment manufactures

API offering

KDDI BUSINESS

Advanced communication

Messaging

QoD
Quality on Demand

Edge Discovery

Value-added

GSMA Open Gateway APIs and Original APIs

Messaging Service
－ KDDI Message Cast (KMC) －

KDDI BUSINESS

Service overview

- ☐ KMC is the service that delivers A2P SMS to mobile phones using phone numbers.
- ☐ A2P SMS is gaining traction as a valuable alternative for communication between business and end user, replacing traditional phone or email.
- ☐ KDDI offers this service beyond Japan, reaching 7.5 billion-plus end users globally.

Use Cases

Authentication	Important and Urgent Notice	Reminders and Alerts
Two-factor authentication using phone numbers.	Communication with customers in emergencies.	Preventing no-shows, non-payments, non-renewals, and non-submissions
Content Engagement	**Surveys**	**New Product Announcements and Campaigns**
Nurturing through the distribution of useful information.	Improved survey response rates.	Promote the use of new products, campaigns, and coupons.

Strengths

■ Functionality

- ☐ Supports long messages(up to 660 characters)
- ☐ Compatible with RCS
- ☐ Integration with Salesforce (for domestic Japanese distribution.)

■ Quality and Reliability

- ☐ High delivery rates and fault tolerance through direct carrier connections
- ☐ Avoiding AIT risks
- ☐ Phishing fraud risk reduction through common code usage
- ☐ High-quality operations and maintenance

API-driven partnerships in sports

KDDI

Market environment

- ☐ Enterprises in sports industry are considering ways to enrich the spectator's journey, aiming to attract new fans and elevate profits.
- ☐ They're strengthening efforts to increase fan engagement by offering personalized services to meet diverse user needs.

Value

- ☐ Use-cases include APIs offering that adds values, such as KYC, Carrier billing, AI, AR, and CDP to applications. These can support for making new touchpoints with fans and elevate the watching sports experience.

Use Cases

On Display

AR

New viewing experience becomes a reality through AR.

KYC Carrier billing AI

Your favorite player's highlight is automatically created by AI and served as NFT on APP..

Ordering, payment

Coupon SMS

customer data × Shop busy hour

KYC Carrier billing

CDP SMS

Personalized coupons issued based on customer data.
All transaction can be done from the stadium seats.

End User

Fans/spectators   Watching live broadcast   Watching game in stadium

Service offering

Enterprise

sports industry   Football   Baseball   Basketball   Volleyball

API offering

KDDI BUSINESS

Value-added

Messaging   Advanced communication   KYC   Carrier billing   AI   AR   CDP

GSMA Open Gateway APIs and Original APIs