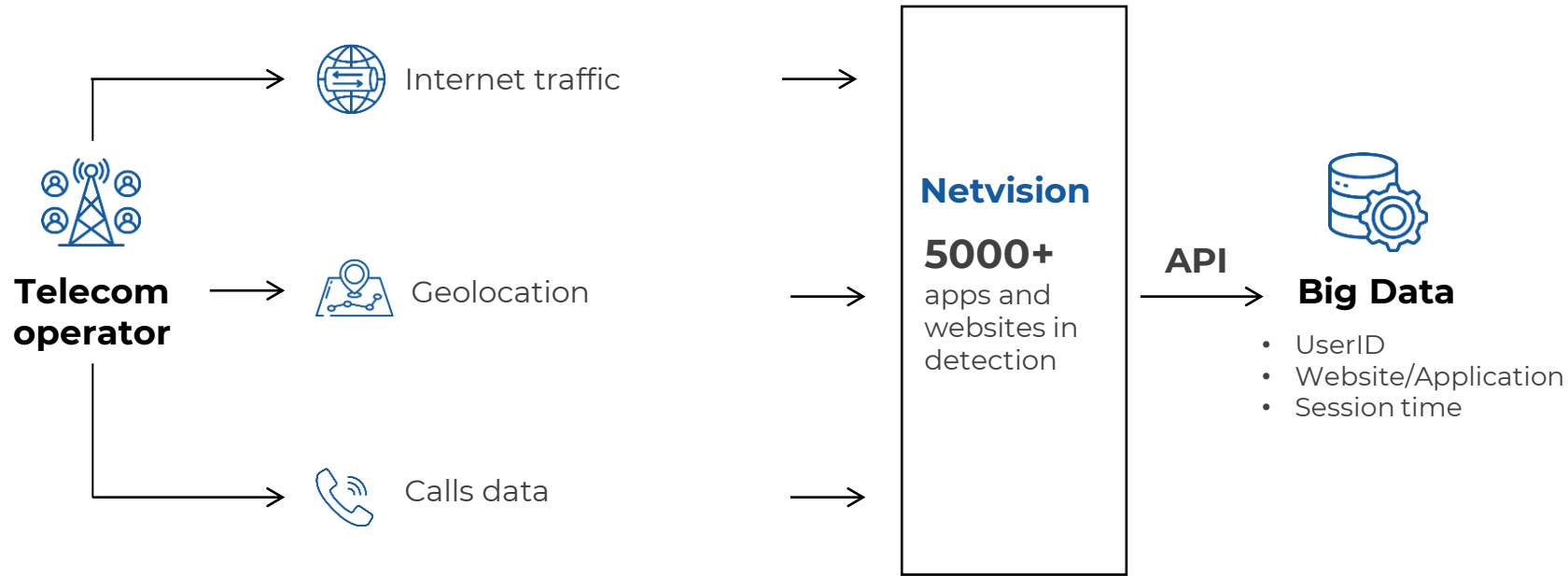




**6 ways
to monetize
telecom data**

Netvision - monetization of telecom data

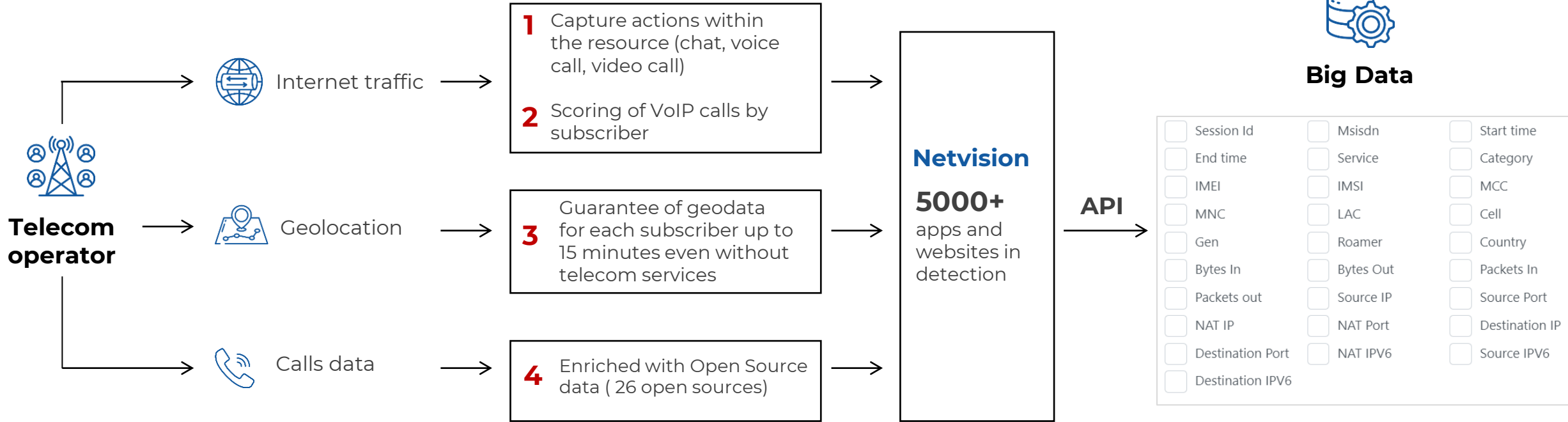


Formation of data understandable for the analyst

Netvision API

Netvision - monetization of telecom data

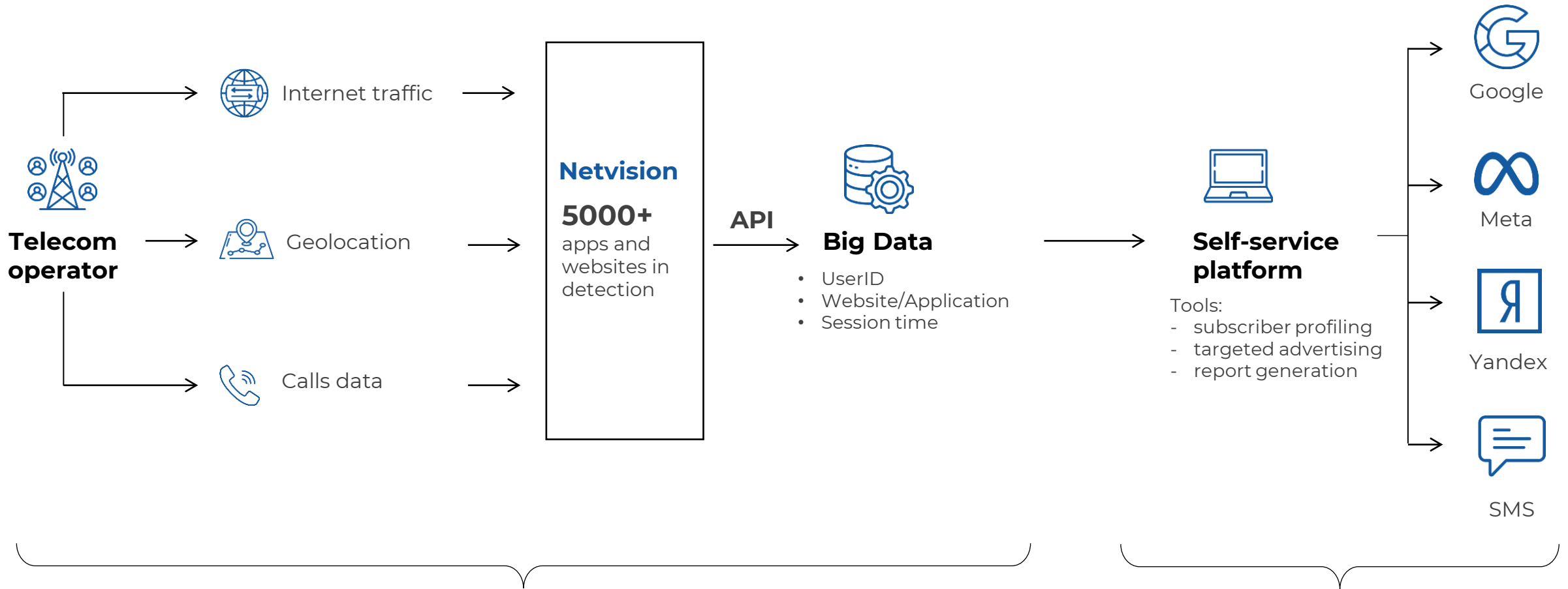
Special features:



Formation of data understandable for the analyst

Netvision API

Netvision - monetization of telecom data



Formation of data understandable for the analyst

Netvision API

Platform for targeted advertising

Netvision Platform


1 way

Upsale of subscriber base




+997 556 33 22 11 / User login

 138 min/day

 28 min/day

iPhone 15

 150 min/day

 30 min/day

IMEI: XXY



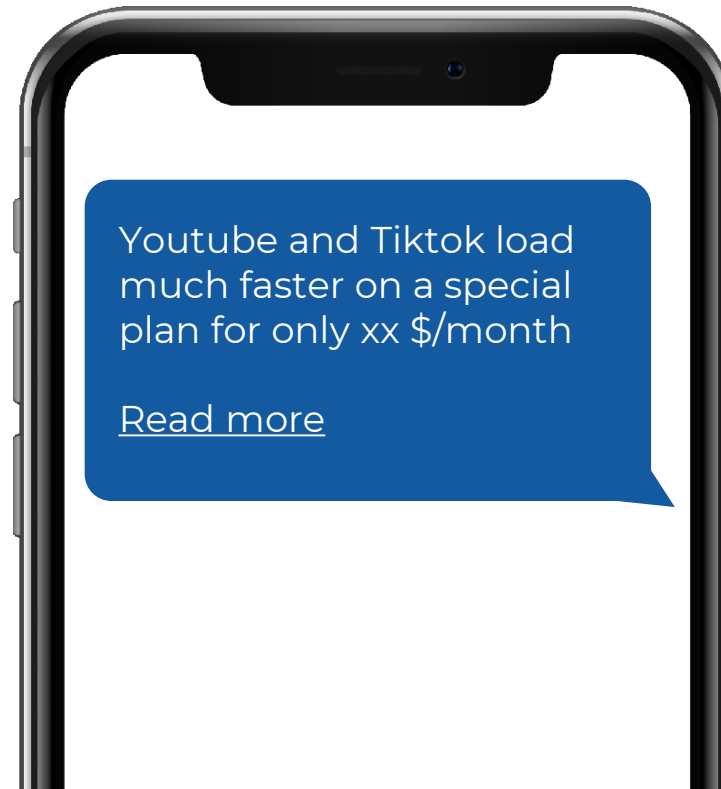
+997 556 25 22 14 / User login



+997 556 55 22 56 / User login



+997 556 25 25 78 / User login



Fighting churn by means of point offers

Data is emerging to form tariff plans specifically for the subscriber and **increase ARPU**

Providing **personalized service**

Targeted advertising

Audience Targeting

- Device +
- Behavior +
- Social parameters +
- User profile +
- Behavior forecast +
- Travel +

User interests

What users searched for online, what contacts they were interested in

1 month ▾

Budget setup

Number of audience, person

0 17 359 620

Effectiveness of outdoor advertising

Help assess the flow of people past the billboard and link them to visits to the companies website and apps

Conducting offline campaigns

What neighborhood and house the target audience for the business is located in

Assistance with business location

Where should you open your next order pickup location or where is the increased demand for clothing stores?

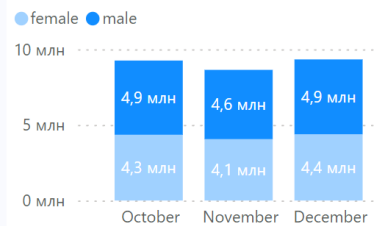
Trigger campaigns

Sending sms when visiting a resource

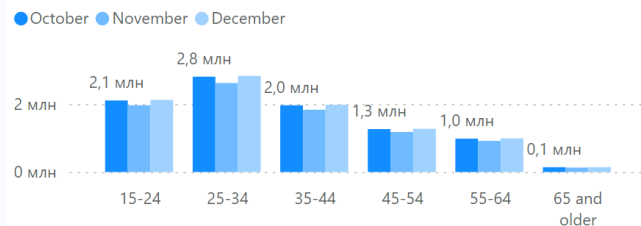
Reports for B2B

Instagram statistics by Kazakhstan region

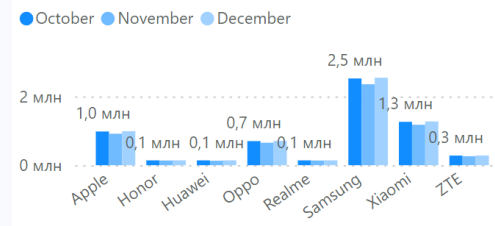
Users by Gender



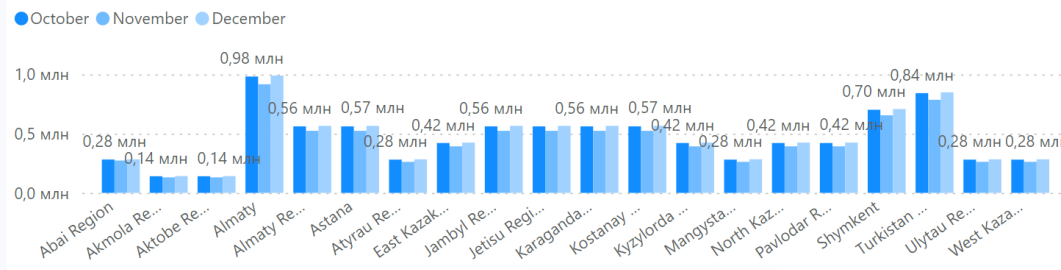
Users by Age groups



Users by Brand of device

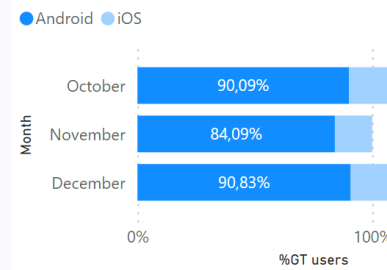


Users by Region



Щелкните здесь, чтобы Перейти по ссылке

Users by OS



Unique analytical data

Businesses only see the metrics of their application. Provide customers with reliable statistics of the entire market

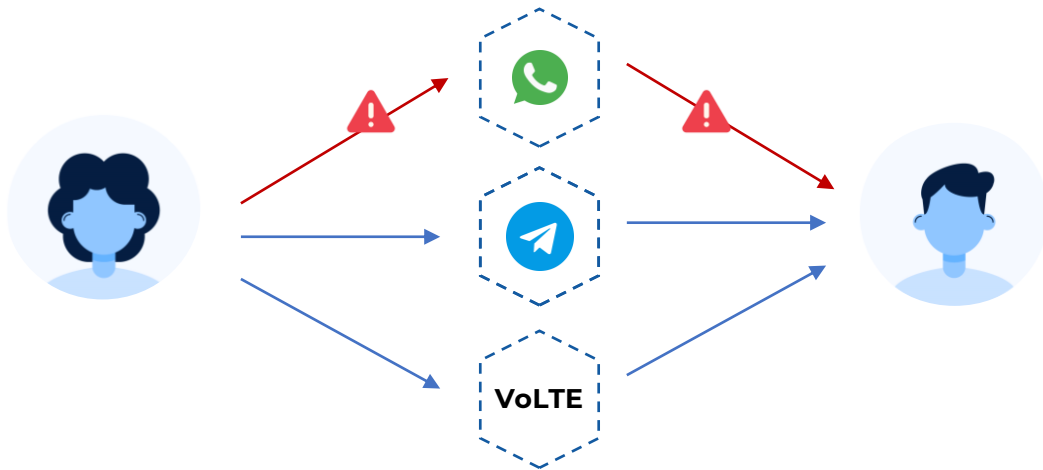


Make a customer profile

You will be able to describe your target customer more accurately than anyone else and suggest in which advertising channels to find them

4 way

Improving call quality in messengers



Integration with network infrastructure

Analyze and communicate information about problem calls

Calls in messengers have equalized in number to regular calls.

High-quality customer experience when calling via Whatsapp and Telegram is a strategic advantage

Identification of operator 2-nd SIM cards

Find out the second SIM card of the subscriber

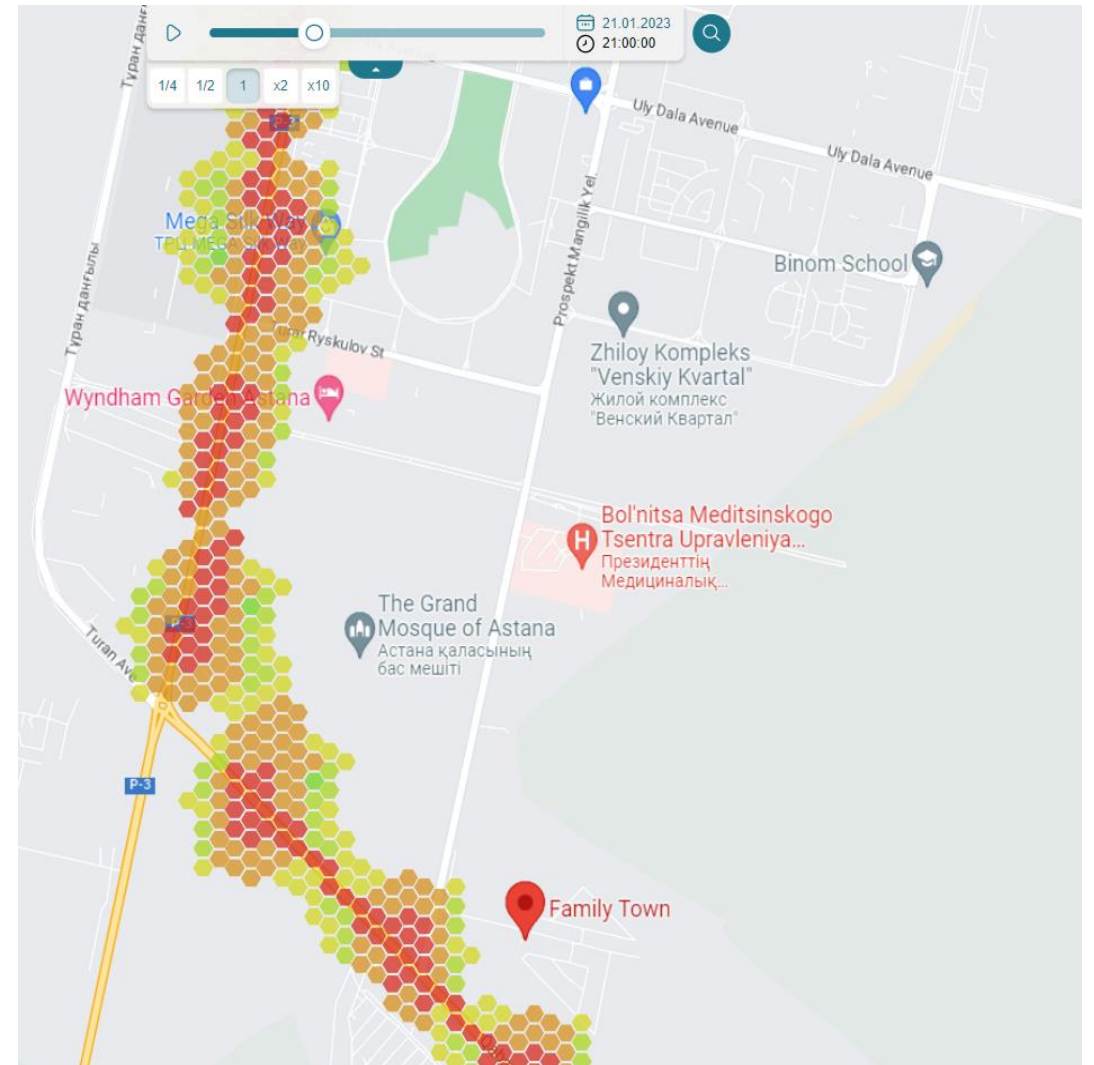
Use triggers in the subscriber's behavior to analyze and identify the second SIM card including number

Use all the data

We base our solution not only on CDR data but also on location-based data (LBS) and thus increase accuracy

New cases for financial institutions

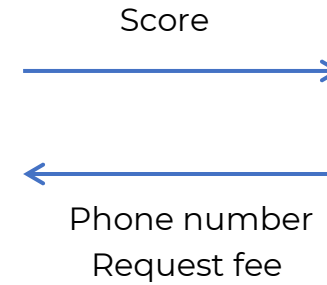
Strengthen current solutions to help with reaching customers on delinquent loans



Scoring and verification



- There was a visit to the website of a microfinance organization
- No visits to phishing sites
- There were no visits to gambling sites



Scoring enrichment

Possibility to use data on visits to Internet resources to improve the accuracy of the telecom operator's scoring model

Enrichment of the verification model

Possibility to transmit information via Internet activity to the bank to confirm subscriber information



Anti-fraud system

Problem



Fraud through calls in messengers

Fraudsters persuade customers to take out a loan or transfer their savings to a “special account”.

Banks need to check whether a client is under the influence of fraudsters when taking out a loan

\$40 billion

Amount of damage from fraudulent offenses in the world in 2023

Solution



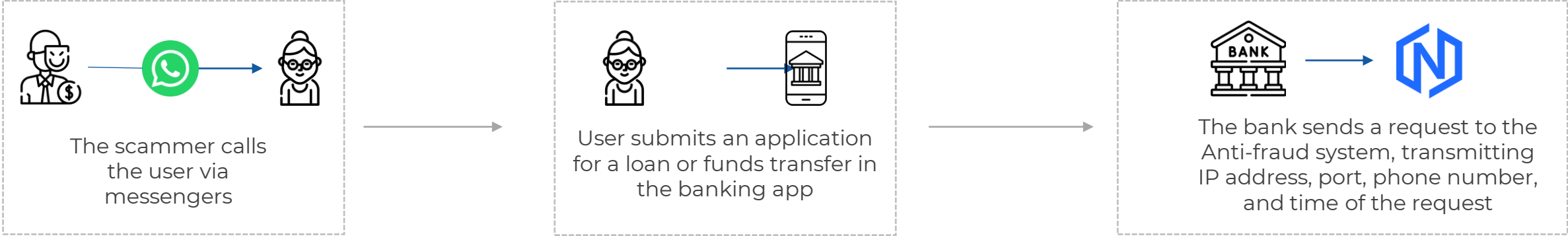
Detecting suspicious activity on the network

The system receives a request from the bank by client's IP address and phone number

Checks traffic data using ML algorithms

Sends a scoring report to the bank about the probability of fraud

Fraud prevention via messengers



Book a demo



info@netalytix.com

Banks see all operators. Operators see all banks.
Payment based on the report from the antifraud system.
Fee per request from bank \$0.3

Average amount of requests per 10 million people – 50 000 000 per year

What effect does it have?



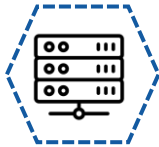
User avoids scammers

At the time of scoring, the banking app will prohibit the user from getting a loan without verification by a bank employee.



Banks avoid problems with fraudulent loans

Preserving your reputation and avoiding fraudulent transactions.



Telecoms get extra revenue from banks

Banks pay for each request to the system. The income generated will be shared between telecom operators, government and Netalytix.



The government is reducing fraud

An additional tool to stop one of the main types of fraudulent activities

What does it take to implement?

Government

It is necessary to install probes from Netalytix on telecom traffic to all telecom operators in the country

User can use both mobile network and wi-fi, call data can be from any operator in the country.

Therefore, the system needs access to all telecom operators to work with their data.

Netalytix

Installation of the system and equipment on the basis of state bodies and telecom operators

A system for detecting suspicious calls in messengers is implemented for the system to function.

Netalytix provides support.
Implementation time depends on the number of subscribers and telecom operators

Contacts

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