MediaValueWorks

Success Story

Of

e LITE CORE®
TECHNOLOGIES LTD.

Sector – Telecom

♦ Project ♦

♦Media Research ♦ Global Press Release Distribution ♦ Media Opportunities

Executed By

MediaValueWorks
Communicate Globally
Mumbai | New Delhi | New York

Client – Elitecore Technologies
Sector – Telecom
Project – Media Research, Global Press Release Distribution & Media Opportunities

About Elitecore Technologies:
Elitecore is a Carlyle-investee IT product company. Its Wi-Fi Service Management Platform (SMP) enables operators leverage Wi-Fi as an integral part of their heterogeneous networks strategy to deliver better subscriber experience, reach, availability and service offerings. With flexibility to provide pre-integrated as well as modular offerings,Elitecore also offers a Wi-Fi Monetization Framework comprising Smart Connectivity, Location Based Services, Subscriber Analytics and Revenue Generator ensuring service differentiation, faster time-to-market and better TCO.

Communication Objectives:
- To position Elitecore as a leader in Telecom & Technology verticals.
- To position Elitecore as leading BSS (Business Support Services) & OSS (Operating Support Services) services platform for Telcos.
- To highlight client wins and product offerings
- Leadership Communication

Target Markets:
Global Telecom and Technology space of
- APAC Region
- North America
- Latin America
- Middle East
- Africa
- Europe
- ANZ region.

Engagement Term: Project

Strategy and Approach:
- To identify the leading publications across the globe in Telecom & Technology space
- Ice breaking activities
- Company introduction with the editors of leading publications,
- Regular visibilities through press announcements
- Relationship building

Implementation Approach:

MVW Ideology
Content Team - Our content team works hard to take a call on whether a subject is a broadcast approach (press release) or more personal approach (individual pitching).

Strategy Team - Right pitch messages are key to success; strategy team delivers right pitches before any press release reaches to distribution channel.

Media Desk – First job is to recognize the journalists that will help us in delivering our client's message to their target audience.

Implementation

Mass e-mailer, personalized phones

- Started with acquainting Technology and Telecom media across target market.
- Spread awareness through profile sharing and introduced Elitecore management with key media through personalized emailers and phone calls.
- Media Interactions - Generated Media interaction opportunities in the online & print media.
- Press Release distribution on various opportunity & development like Customer winning stories, Partnership deals, product announcement etc.
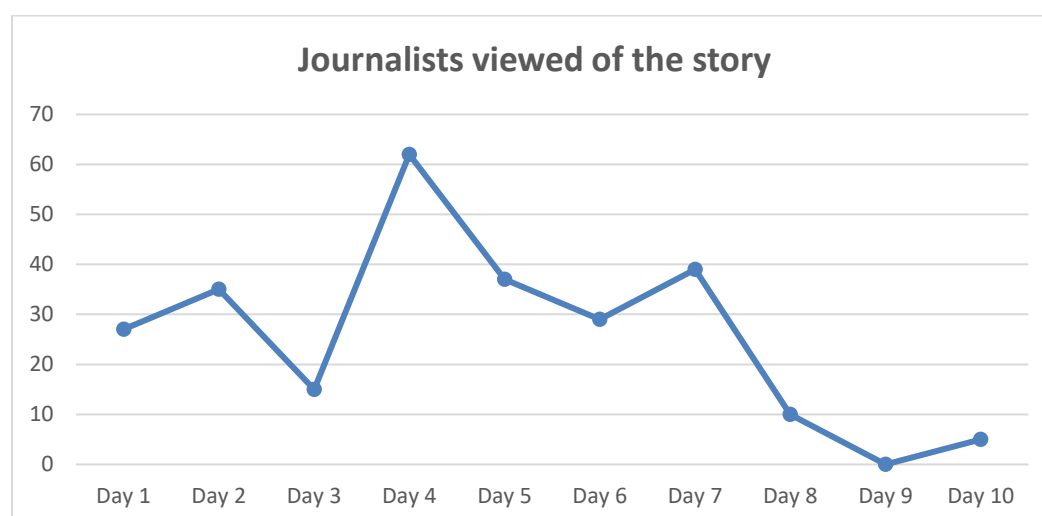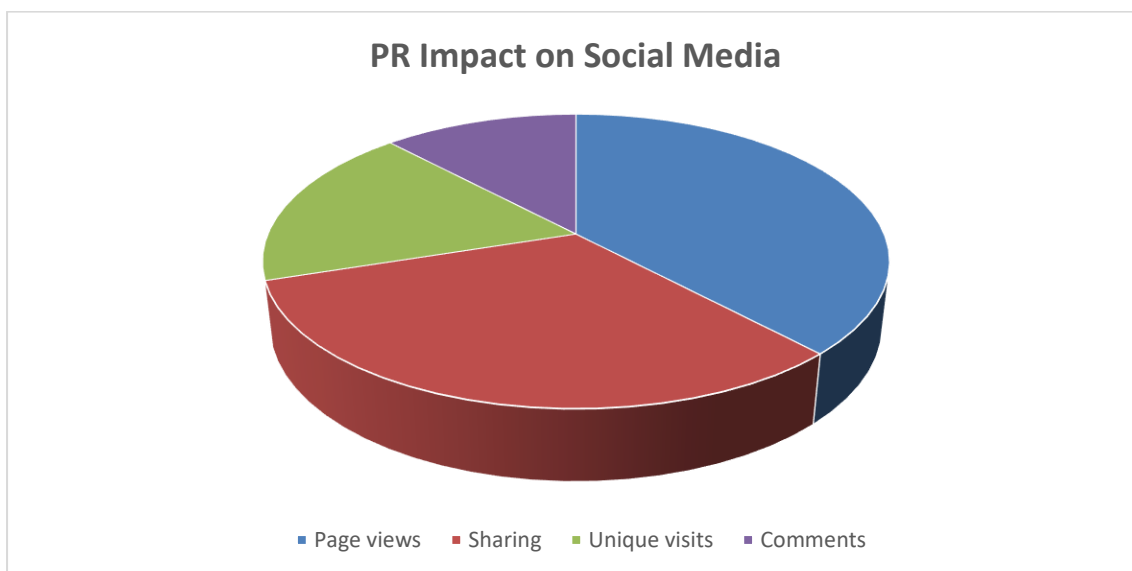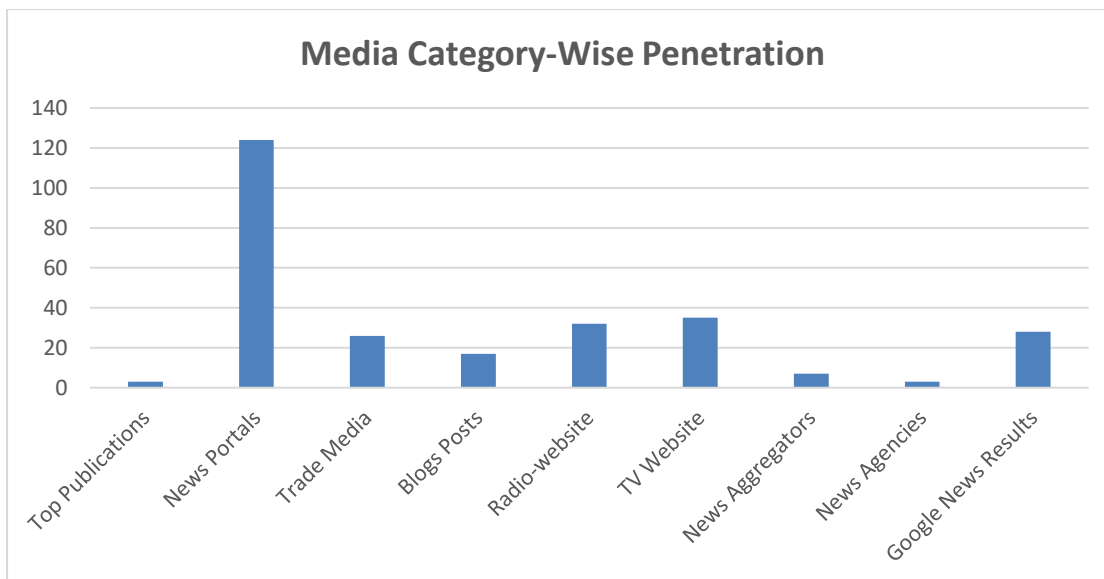
Execution Plan:

PR Distribution, MWC Media management & pre meetings, Q&A

- Press Release Distribution on Product Announcement, Client Wins.
- Organized Q&A for Elitecore spokespersons.
- Media Management & Interaction at The Mobile World Congress, Barcelona.

Value derived:

- This exercise has established Elitecore Technologies over its competitors.
- Elitecore was noticed among Media Fraternity at The MWC, Barcelona.
- These Media coverage were used for their internal marketing campaigns like emailer & social media management.

Journalists viewed of the story

Day	Value
Day 1	27
Day 2	35
Day 3	15
Day 4	62
Day 5	37
Day 6	29
Day 7	39
Day 8	10
Day 9	0
Day 10	5

Media Category-Wise Penetration

PR Impact on Social Media

- Page views
- Sharing
- Unique visits
- Comments

ROI:

Through successful PR strategies we got success in penetrating top line Global publications. Select prominent publications are -

PCC mobile broadband — Mobile Broadband Solutions, Technology, News and Market Trends	B/OSS — BILLING & OSS WORLD
telecomasia.net	telecompaper — news research events
COMPUTERWORLD MALAYSIA	RetailNews Asia
ETTelecom.com — An initiative of The Economic Times	COMMON DIGITAL
FierceWireless — THE WIRELESS INDUSTRY'S DAILY MONITOR	MIS ASIA — THE HOME OF ENTERPRISE IT IN ASIA

Selected Coverage

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ELITECORE GETS ORDERS FROM CABLE OPERATORS IN ASIA

Yesterday By Craig Galbraith   0 Comments

Posted in News, Contracts, Cable, Billing, Charging & Rating, Policy Management, Service & Network Management, Network Management, Asia, Customer Experience Management, Self-Care, Subscriber Data Management

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Elitecore Technologies has signed three new contracts with cable operators in Asia for billing, charging and policy control.

The solutions are designed to help the unnamed cable MSOs to ramp up their digitization efforts and quickly capitalize on new revenue opportunities with digital TV and broadband-bundled services for

ET Telecom.com
An initiative of The Economic Times

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#Services »   #Broadband »   #tv   #MSOs   #Internet   #Elitecore Technologies   #APAC cables

Elitecore bags orders from APAC cable operators

03 July 2014, 11:56 AM IST

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NEW DELHI: Elitecore Technologies said that it has won three Cable MSOs (Multi-System Operators) deals for Pay TV and Broadband services in Asia Pacific region.

Elitecore will offer a complete pre-integrated as well as modular stack of convergent billing and

telecompaper:::

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GENERAL

Elitecore receives 3 new orders from cable MSOs

Thursday 3 July 2014 | 09:11 CET | News

Elitecore Technologies, a provider of Integrated Policy, Charging, Billing and Revenue Management platform announced three cable MSOs (multi-system operators) wins for pay TV and broadband services, setting up a strong footprint in Asia Pacific Cable market.

Elitecore will offer a complete pre-integrated as well as modular stack of Convergent Billing and Subscriber Management, Centralized Product Catalog, PCRF, Online Charging, AAA, Captive Portal, Partner Settlement, Provisioning, Self-care Portals and IP Log Management system that will help these cable MSOs to ramp up their digitisation efforts and capitalise on new revenue opportunities with digital TV and broadband bundled services for around 5 million subscribers.

Elitecore's platform offers an integrated product catalog, policy control and charging systems that will enable MSOs roll-out range of customer-centric Ala-carte or Channel bouquet services, launch policy based plans such as zone wise bundled packages, FUP & Quota based plans, turbo boost, targeted promotional offers in real-time thus gaining competitive edge over DTH and IPTV players.

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Press Release – Product Deployment
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Elitecore Introduces NetVertex PCRF in AIRCEL Network

Submitted by Telecom Frontline on Wed, 04/09/2014 - 11:41

The solution to enhance customer experience and service differentiation for mobile data plan

Elitecore Technologies has deployed NetVertex PCRF with Aircel India which has mobile presence across 23 circles.

NetVertex PCRF was introduced in Aircel network for its flexible & carrier grade architecture based on 3GPP standards to enable greater revenue creation and enhance scalability, eliminating network outage with geo redundancy and reduced turnaround time for resolution of issues.

Aircel went through a detailed evaluation process with leading Policy Control vendors, which also involved in running tests to exhibit compliance on the features and requirement. Elitecore's Netvertex PCRF scored very high in this evaluation.

Robert Sewell, Head (Network Architecture), Aircel, said, "At Aircel our prime focus is on delivering a great customer experience with service differentiation. For this we selected Elitecore's Netvertex PCRF and have been very pleased with the quick implementation of the platform in our network. The support extended by Elitecore's team during deployment and operations in our network and the platform's performance has been outstanding."

PCC mobile broadband
Mobile Broadband Solutions, Technology, News and Market Trends

Wednesday, 09 April 2014 07:00

AIRCEL India Deploys Elitecore NetVertex PCRF

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Aircel India, with mobile presence across 23 circles deploys Elitecore Technologies' NetVertex PCRF to enable greater revenue creation and enhance scalability, eliminating network outage with geo redundancy and reduced turnaround time for resolution of issues. The policy and charging control solution also enables business-enabling features such as single subscriber multiple plans, enforcing usage quotas, quality of service (QoS) changes, location based plans, validity plans, SMS notifications on multiple usage threshold and many more.

NetVertex PCRF was introduced in Aircel network for its flexible & carrier grade architecture based on 3GPP standards to Aircel went through a detailed evaluation process with leading Policy Control vendors, which also involved in running tests to exhibit compliance on the features and requirement, said Elitecore.

COMMON DIGITAL

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A- A A+

Elitecore deploys NetVertex PCRF at AIRCEL

Categoría: Internacionales

The solution to enhance customer experience and service differentiation for mobile data plan

eLITECORE
TECHNOLOGIES LTD.

Mumbai and Dubai, 9 April, 2014

Elitecore Technologies, a leading provider of Integrated Policy, Charging and Revenue Management solutions today announced that it has deployed NetVertex PCRF with Aircel India which has mobile presence across 23 circles. NetVertex PCRF was introduced in Aircel network for its flexible & carrier grade architecture based on 3GPP standards to enable greater revenue creation and enhancescalability, eliminating network outage with geo redundancy and reduced turnaround time for resolution of issues. Aircel went through a detailed evaluation process with leading Policy Control vendors, which also involved in running tests to exhibit compliance on the features and requirement. Elitecore's Netvertex PCRF scored very high in this evaluation.

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Press Release – Client Winning Story
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Elitecore wins BSS deal in Malaysia

Enterprise Innovation editors | September 07, 2015 | Enterprise Innovation

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Elitecore has revealed it has won a contract to supply its 3GPP compliant Online Charging System (OCS) to an unnamed tier 1 operator in Malaysia.

The operator has deployed the system for both voice and data services to allow its subscribers to keep track of their account, services and usage in real time.

The system supports dynamic notifications to customers prior to reaching their

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India's Elitecore lands Tier 1 Malaysian telco

AvantiKumar | Sept. 7, 2015

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Home / Telecom / Leading Tier 1 Operator in Malaysia deploys Elitecore's Crestel Online Charging Platform

Leading Tier 1 Operator in Malaysia deploys Elitecore's Crestel Online Charging Platform

By Retail Asia on 03/09/2015

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