



We help our clients blossom in the digital age.

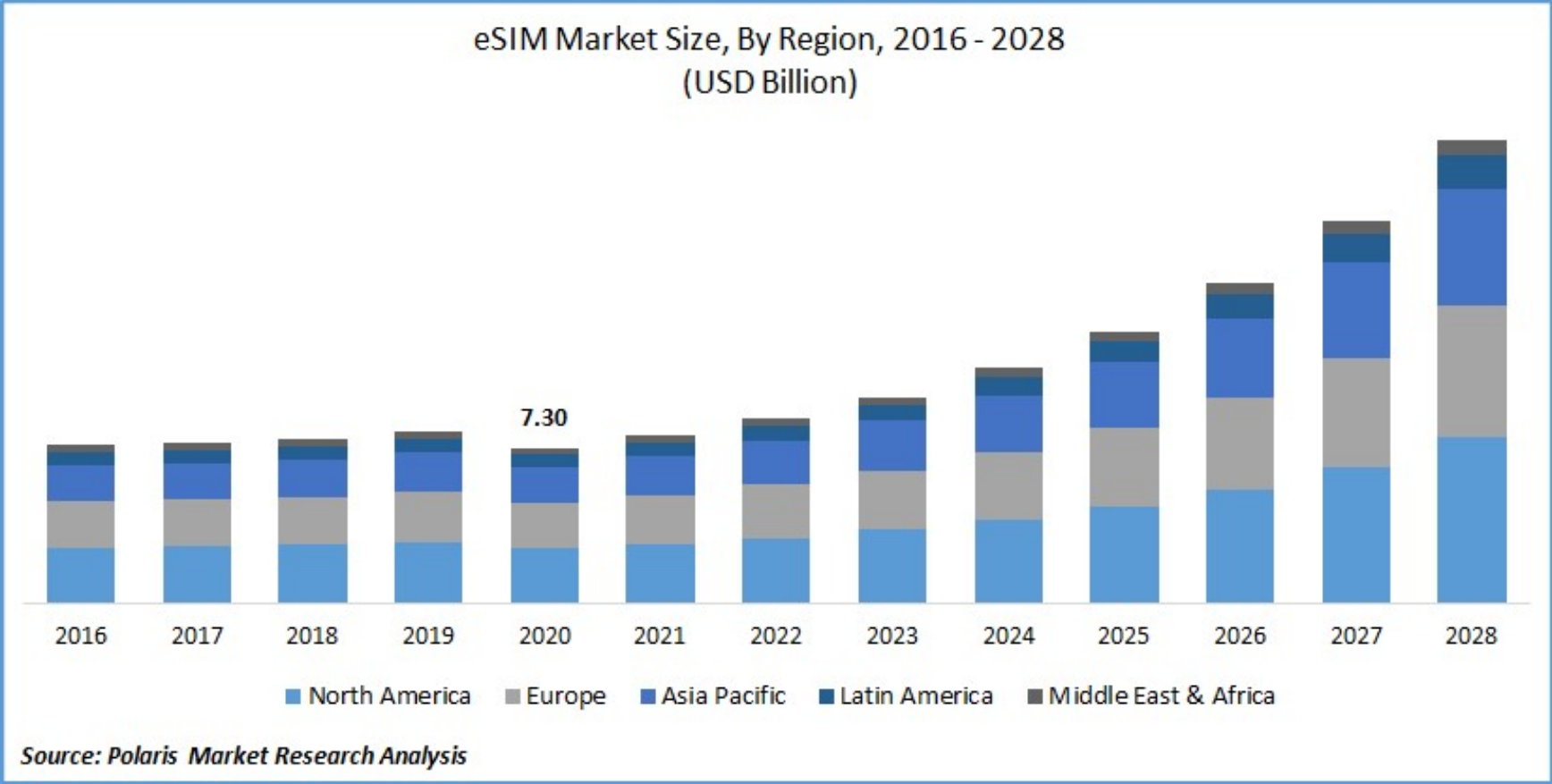
Targeting competitor's customer base with e-SIM based Data-Only packages

Why E-SIM for consumers is a game changer in mobile telecommunications market?

- it's easier for customers to switch networks
- critical enabler for machine-to-machine (M2M) connections
- enables instant activation with digital onboarding in mobile app (see Orange Flex offering)
- allows customers to buy data packages instantly from any operator – physical or virtual one

This presentation focuses on this market opportunity

Many telco operators treat e-SIM implementation as a technical project run by CTO instead of realizing great market opportunity



Examples of market offerings to target competitors' customer base without the necessity to change their main telecom provider.



Use the potential of your international network to provide competitive roaming packages. Customers can switch to your eSIM enabled plan when travelling



Sell data packages for watching movies, listening to music and playing games (Video Pass, Music Pass, Game pass for competitors' customers)



Sell temporary packages in geographical locations where client needs good transfer (eg. summer house) and their main telecom provider has poor coverage



Enable partners to be Digital Only MVNOs on your network and so they can sell data transfer packages together with their service

These example offerings can be upsold via mobile app as secondary data packages served instantly with eSIM.

Beware. They are already disrupting telecoms market with eSIM data-only offers



Airalo

Airalo is the world's first eSIM store for travellers to access over 100 eSIMs at the most affordable, local rates.



Yesim

Personalized Internet crafter, that will give you (and only you) tons of Online and web-surfing opportunities.



Simtex

Simtex collects DATA plans from the local providers, lower the prices and organize the perfect packages - you only have to decide when, where and for how long



esims.io

Datapack essentials by esims.io. Stay connected while travelling with our selection of datapack essentials. Competitive prices.



Digital Republic

Digital Republic is the agile and innovative provider for unlimited mobile internet in Switzerland. Register online to get your eSIM for Switzerland in minutes.



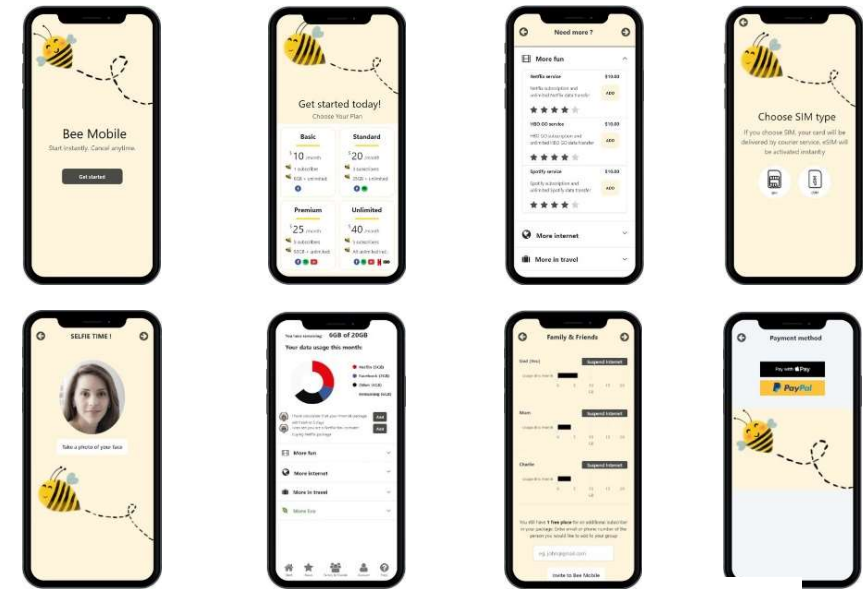
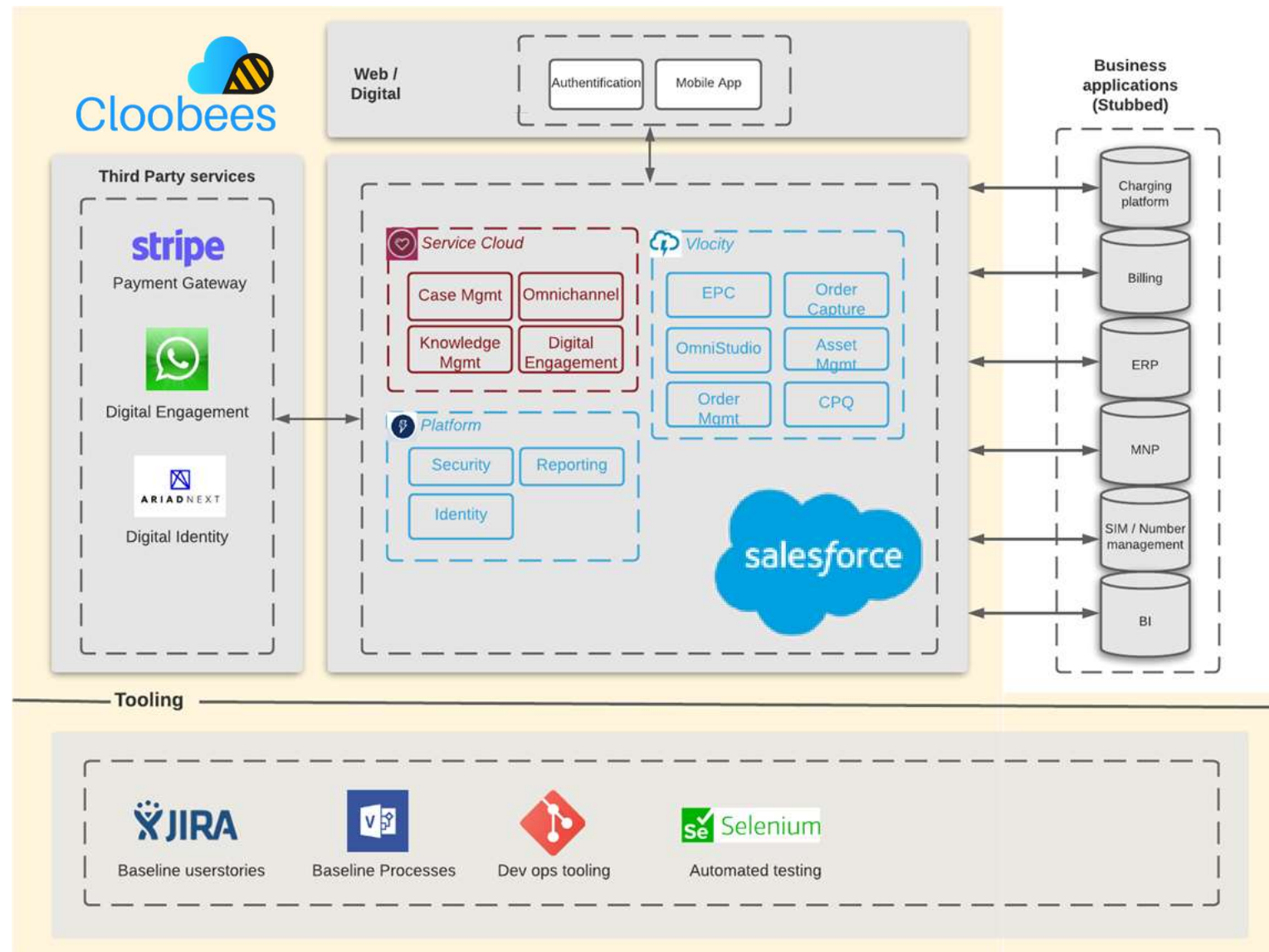
eSIM2FLY

eSIM2Fly is an affordable and accessible travel eSIM provider from AIS, one of the most respected wireless service providers in Asia.

READY-TO-USE PLATFORM TO START TARGETTING COMPETITORS' CUSTOMER BASE



Powered by Salesforce Mobile Subscription Management platform, no proprietary technology.



- Recommended for greenfield approach to target only competitors customer base
- Fully customizable UI
- Preintegrated with Matrixx billing system but can integrate with legacy billing solution
- Integrates with legacy BSS systems
- Integrates with legacy OSS systems

OUR IMPLEMENTATION SERVICE PACKAGES - TIMELINE

	Basic	Medium	Full
	Great to proof the concept. Start small with our platform. Focus on new acquisitions. Target competitor's customer base. Greenfield approach.	Get the best from our platform as a starting point, integrate it with existing systems to support full customer journey with fully branded custom UX. Greenfield approach.	Bundle mobile and fixed into one subscription offering. Use this opportunity to transform your organization, offering and customer experience. Greenfield approach.
Salesforce Industries environments setup	✓	✓	✓
eSIM support	✓	✓	✓
Plans configuration in Product Catalogue	✓ up to 3	✓ up to 5	✓ up to 10
One-off products and VASes configuration	✓ up to 3	✓ up to 5	✓ up to 10
Customer mobile app (IOS & Android)	✓	✓	✓
Continuous integration, continuous development tools setup	✓	✓	✓
Integration points	✓ up to 7	✓ up to 15	✓ up to 20
Customer acquisition journey	✓	✓	✓
Integration with customer biometric authentication service	✓	✓	
Integration with Stripe for payments	✓	✓	
Mobile app branding	✓	✓	✓
Custom UI / UX		✓ up to 20 mandays	✓ up to 10
Customer 360 degree view		✓ profile & services	✓ profile, services, history
Integration with other payment gateways		✓ up to 1	✓ up to 3
Customer support process through built in chat			✓
'I change' customer journey			✓
3 rd party bundles			✓ up to 3
Estimated delivery into testing	12-18 weeks	24 weeks	60 weeks



About Cloobees



CLOOBEEES FOUNDERS



**MARCIN
CIESIELSKI**

Managing partner and Founder.

Former PwC Poland Partner and
CEO of PwC IT Systems

20+ years of experience
delivering customer centric
solutions predominately in Telco,
Energy, and Fin market sectors.

Wants Cloobees to be an
environmentally conscious
organisation



**MIKO
DOLATA**

**Managing Partner and Founder.
Head of Cloobees UK.**

Former UK delivery director at
Bluewolf and IBM associate
Partner.

20+ years of experience in
Communication sector consulting
in PwC and IBM.

A champion for workplace
diversity. Creating a fun and fair
place to work.



**FILIP
KOHMAN**

**Managing Partner and Founder.
Head of Cloobees PL.**

15+ years of experience leading
complex implementation
programmes for Telecom and
Financial organisations.

Believes in developing accelerator
solutions to enable customers to
benefit from accelerated time-to-
market-value.



**KUBA
WASIELEWSKI**

Managing Partner and Founder.

Former Chief Executive of
Outbox Group (Acquired by PwC)

20+ years of experience in
providing CRM implementation
services.

Passionate about Customer
Success and maintaining long
term customer relationships that
enable continuous
improvement.

WE ARE **DIFFERENT**

COMBINING THE SPEED AND FLEXIBILITY OF A BOUTIQUE AND AN EXPERIENCE OF A GLOBAL CONSULTANCY

EXPERIENCE



Our consultants are selected from a trusted network of highly qualified and certified experts, usually ex Big4 consultants. 80% of our team members have done more than 5 Salesforce projects. 100% of our resources are certified.

QUALITY



Proven, ready to use delivery methodologies for onsite and remote working. Quality is assured by the means of automated testing and code quality controls as standard.

FLEXIBILITY



Engagements are led by local resources. Delivery using our nearshore and offshore resources, with possibility of travel to the customer site, gives flexibility and cost efficiency.

WORK ETHICS



We are hardworking bees that do not stop working until the job is done. We can scale up to deliver quicker by capitalizing on a time zone difference between Europe and India.

THINK BIG, START SMALL, SCALE FAST

DISCOVER

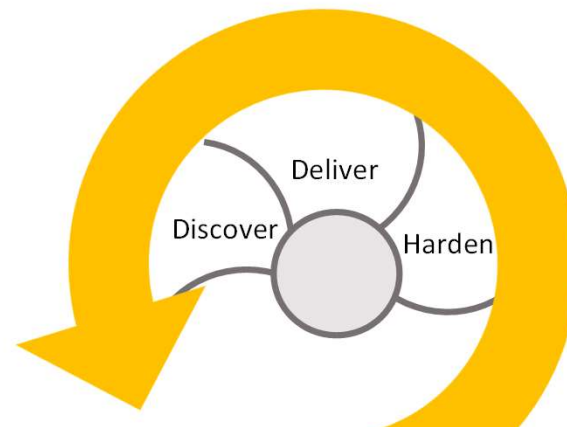
Quickly **set ambitions and chart a path to success** by developing a roadmap to achieve those ambitions.

DELIVER

Make it tangible, build the journeys using process libraries and our assets. **Put the ambition in motion** by testing with the business and launching MVP in the market.

HARDEN

Enhance the solution. Once the solution proves to be successful, **scale and harden the solution to be ready for a full production launch.**



AGILE / DEVOPS / AUTOMATION

CLOOBEE'S TEAM EXPERIENCE





DIGITAL FTTP
Salesforce Vlocity Implementation For A Fibre To The Premises Network Provider



ELECTRIC VEHICLES
Salesforce Industries Vlocity Implementation To Support EV Charging By Individuals And Businesses



DIGITAL OPERATOR
Accelerated Digital Offerings On Salesforce, Vlocity & Matrixx Stack





DIGITAL LOANS
Fully Digital Personal Loans Platform On Salesforce And Mulesoft Stack



LARGE CHEMICAL PRODUCTION
Demand To Offer To Contract Process On Salesforce Stack



CONSUMER GOODS MARKETING
Digital Platform To Gain Direct Access To Customers



OMNICHANNEL TELCO OPERATOR
Design And Implementation Of Sales And Service Platform



FUNDS MANAGEMENT PORTAL
Financial Services & Community Cloud Based Platform



DIGITAL BANK
Sales Cloud Implementation To Support B2B Sales



ENERGY PROVIDER
Salesforce Vlocity Implementation Aimed To Unify Sales Processes Across Divisions

Thank You!

