



## Huawei MVNX-as-a-Service

Connecting you to Digital Ecosystem

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## Preface

In the past 20 years, the way of production and lifestyle has changed tremendously due to the development of digitalization and the internet. However, these changes are happening only in the 'information aspect and digital world' and have not gone deep into the physical world. The telecom industry, acting as an effective bridge between digital world and physical world, has a mission to explore ways to achieve cross-industry expansion. This is achieved through the building of digital ecosystem, the collaboration of the full industry chain and by the enabling of digital operation. Thereby contributing to the acceleration of the digital transformation of the telecom industry and to the building of a better connected world.

## Huawei, a dedicated host connecting you to Digital Ecosystem for Operators

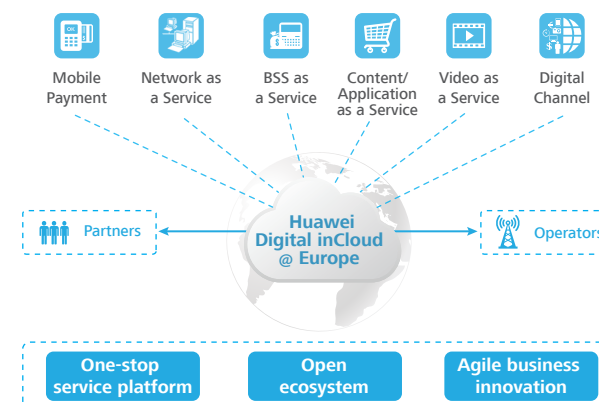
In order to stand out in today's competitive mobile market, MNO/MVNOs need a strong business partner with the required flexible and proven digital service offerings/delivery that enables them to follow/adapt to the tremendous changes from now till the future. Huawei is a true MVNO digital business vendor with six superb cloud offerings including Content/Application-as-a-Service, BSS-as-a-Service, Digital Channel, Mobile Payment, Network-as-a-Service and Video-as-a-Service. We believe that we are the best in connecting MVNOs to digital ecosystem and to facilitate their success in the new mobile reality of tomorrow.



## One - Stop Service Platform

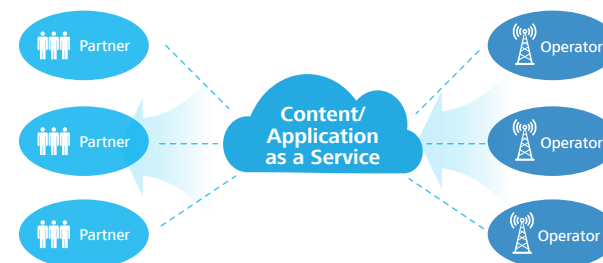
Huawei Europe hosting centre provides a series excellent off-the-shelf cloud hosting services base including Content/Application-as-a-Service, BSS-as-a-Service, Digital Channel, Mobile Payment, Network-as-a-Service and Video as-a-Service with our MVNX partner to Europe market. All of the elements of our MVNX Hosting solution have been developed in-house by Huawei's own research centres. As a consequence we know our service, we control it E2E, and we offer it as a pre-integrated service avoiding time and money-consuming integration efforts.

### Huawei EU Hosting Center Service Overview



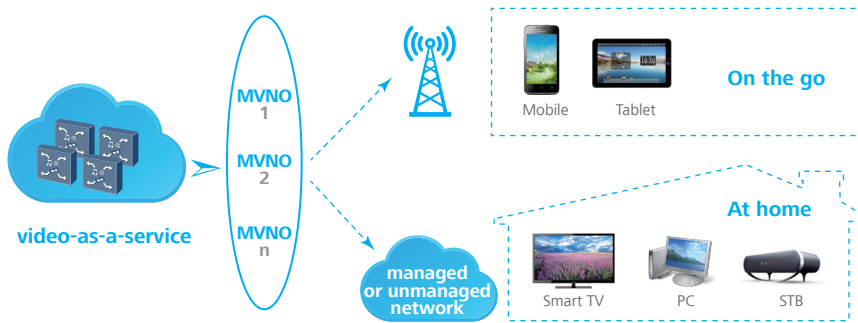
### Content/Application-as-a-Service

The Digital inCloud in Huawei Europe hosting centre is dedicated to building Europe's digital ecosystem through the cooperation of Telcos/MVNX and local and global partners. It aims to introduce digital services to Europe and vice versa. Currently, Huawei has aggregated over 2000 partners worldwide and more than 200,000 digital content items including 20,000+ hours of premium video, 100+ live channels, 2700+ games and more.



## Video-as-a-Service

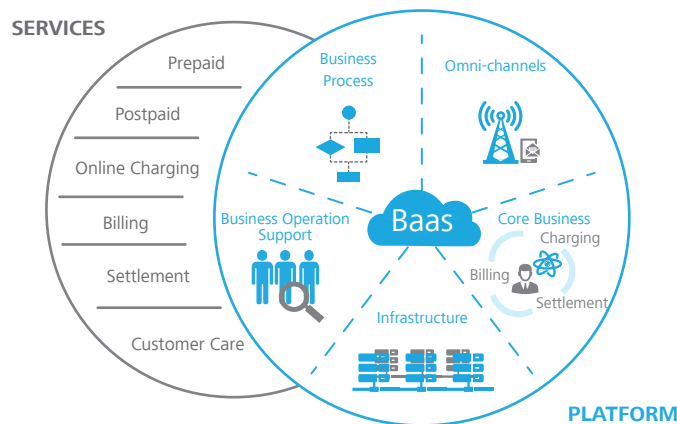
Huawei proudly offers the excellent Video-as-a-Service platform to European operators. By partnering with us, MNO/MVNOs are able to launch a video service under their own brand, with a short time to realization. The Video-as-a-Service platform featuring Huawei Digital inCloud which aggregates the abundant content from either Huawei, global partners of Huawei or from MNO/MVNOs to provide the video service to the market. The platform supports multi type definitions including SD, HD and 4K(UHD). Now users can watch movies and series everywhere, through myriad devices, at home on TV or on the go on the smartphones and tablets. Beyond this, music, game, e-shopping and other value added services will be available in on this platform soon.



## BSS-as-a-Service

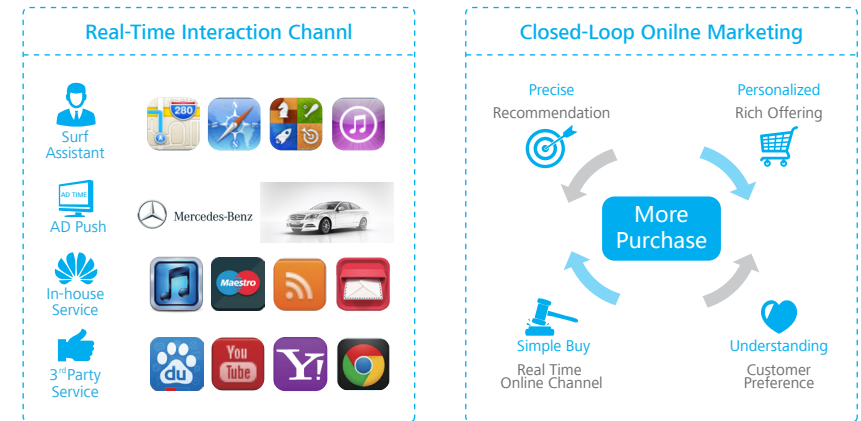
BSS-as-a-Service offers typical prepaid, postpaid, online charging service to light MNVOs and advanced service to full MNVOs under a revamped platform consisting of decoupled product modules pre-integrated to provides fast TTM for a commercial launch, and cost effective service where one can simply achieve:

- Open platform to integrate with 3rd parties via API interfaces
- Global service via a proven multi-country, multi-language and multi-time zone solution
- Scalable solution by adding or in-sourcing service modules anytime one wishes



## Digital Channel

Digital channel provides an easy build, wide covering channel through which MNO/MVNOs can create a new business model for monetization and at the same time are able to engage with users and provide better user experience. It establishes a convenient channel between operator and subscribers through in-browser touch point, featuring real time awareness of usage and service, real time online subscription, account management and context-aware promotions. In addition, MNO/MVNOs can bring up a new monetization business models by establishing service value chain with content providers, by providing new marketing promotions and by publicizing new products via Huawei Digital channel.



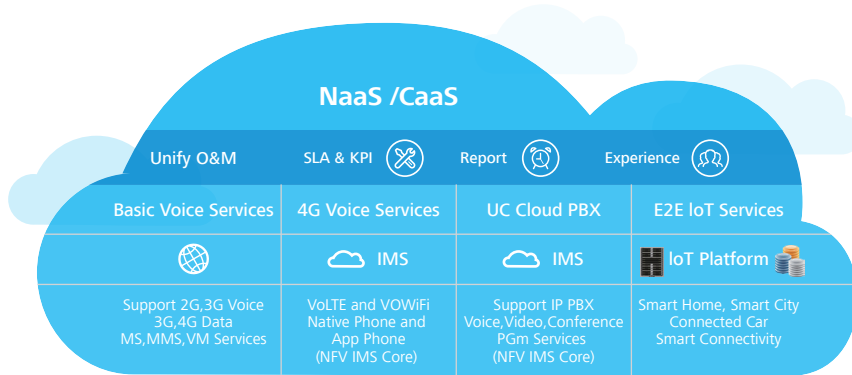
## Mobile Payment

Mobile Payment cloud service provides the MVNO a mobile based wireless or proximity payment experience via low-cost, high-speed payment channels anytime anywhere. With huge potential in high ARPU WEU region, Huawei hosted Mobile Payment solution aims to transform the payment industry by providing a state of the art solution/platform, customer-centric experience and ecosystem alliance evolving from a standard mobile financial service (cash in/cash out/P2P transfer/Utility payment/Airtime top up) to a fully enabled MFS platform(Micro finance/Merchant Alliance/POS Integration/Bank and Payment network Integration).



## Network/Communication-as-a-Service

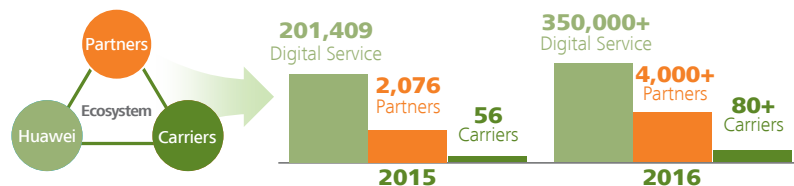
A comprehensive understanding of your customer's behavior is fundamental in differentiating your services. Huawei's MVNX-as-a-Service offers the possibility to capture customer behavior by providing Network/Communication-as-a-Service (NaaS). As an E2E solutions provider, our hosted core network components and Value Added Services (VAS) can be integrated in your current IT landscape or in our hosted IT solution. In addition, with Network/Communication-as-a-Service (NaaS) you can grow from an IN MVNO into a Full MVNO and become less dependent on your network operator.



## Open ecosystem

### A bridge to connect partners and MVNOs

Huawei Europe hosting centre is dedicated to building Europe's digital ecosystem through cooperation of MVNO and Local and Global partners, to introduce digital services to Europe and vice versa. Digital inCloud acts as the bridge between partners and MNO/MVNOs for digital product distribution and trading. The localized Digital inCloud service will promote Europe operators and partners to develop their digital products and services, enabling them to compete globally. Currently, Huawei has aggregated over 2000 partners worldwide and more than 200,000 digital content items including 20,000+ hours premium video, 100+ live channels, 2700+ games and more. We aim to aggregated 4000 partners and more than 350,000 digital content items in 2016. We invite you to join our digital world!

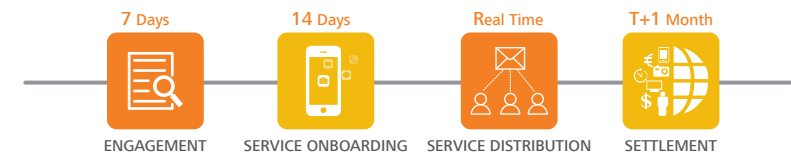


## Agile business innovation

### All onlinn business process to speed up your business innovation

The ICT industry is innovating rapidly. Significant digitization changes are taking place in the real world. New OTT players with Value Added Services are entering the telecom market every day.

To keep up with the market successfully, an agile business innovation service is essential. Huawei's MVNX-as-a-Service offering will support you to achieve this. For example, Digital inCloud allow partners to process their business online. The service/content can be on boarded within 14 days and settlement can be available in 1 month!



### We handle the complexity, while you focus on the growth

In today's dynamic world, the success of your company depends on your ability to focus on your business. New market growth can be pursued more aggressively, if you are not distracted by day-to-day operational matters.

In our MVNX-as-a-Service offerings we use our experience to manage your IT and network operations on your behalf via our Business Process Outsourcing (BPO) services. Through strategic alignment on business goals, we ensure that our team becomes a virtual extension of your own team. We relieve you from technical complexity so you can focus on growing your business. This is what we call a win-win.

