

## CASE STUDY:

# Eswatini Mobile is able to use Totogi Charging-as-a-Service to provide an enhanced digital experience to subscribers

### Background

Eswatini Mobile is one of two mobile operators in Eswatini, a southern African country with a population of 1.2 million. While the average age is 22 years, 35% of the population are aged 14 years or younger, and 70% live in rural areas. It is a landlocked country – South Africa surrounds Eswatini on the north, west and south and Mozambique sits to the east.

Established in 1998, the incumbent operator MTN Eswatini has 1 million subscribers. The challenger, Eswatini Mobile, was established in 2016 and has 285K subscribers. 93% of these are prepaid subscriptions and 95% of subscribers use Android devices. 2G and 3G technology continues to dominate, accounting for 58% of total mobile network connections at the year end of 2021. 4G/LTE connectivity, introduced in 2016, accounts for 42% of total mobile connectivity.



### The challenging market is full of opportunities

As is usually the case, the incumbent operator’s high market share is a barrier to entry for the challenger Eswatini Mobile. The incumbent provides low prices for on-net transactions while charging high prices for off-net transactions. Switching operator is a challenge for customers who are concerned that the people they regularly contact will be affected by the high prices. For example, family and friends still with the incumbent would not call them as freely as before because of its high off-net prices. Regulatory authority ESCCOM has decreased the interconnection (call termination) rates, paving the way for Eswatini Mobile to provide lower flat prices. But only trying to differentiate on price is a race to the bottom. Eswatini Mobile wanted to differentiate its services to compete with the incumbent and increase its share in the market.

Eswatini Mobile needs to attract customers by delivering excellent, personalized, digital services and experiences. The young population has more potential than any other generation to adopt new digital services, which could create fantastic growth. But besides a new way of business thinking, becoming a digital provider also requires IT systems that can support it.

Eswatini Mobile wanted to launch new digital services. This would attract young customers with aspirations to use new technologies. Eswatini Mobile already had the IMS platform from Huawei which replaced the current back-end network architecture with an IP-based system. This made it easier to deploy some applications but did not provide the flexible charging solution needed to launch the services that Eswatini Mobile intended.

### Monetizing the network to realize value

Eswatini Mobile and Totogi agreed to start a pilot to demonstrate the powerful capabilities of Totogi Charging-as-a-Service. Totogi provided the charging solution and Eswatini Mobile experienced the flexible and easy-to-use interface of Totogi Plan Design to manage and configure plans. Eswatini Mobile’s Core PGW was connected to Totogi platform, and data charging were carried out.



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*“We are impressed by the speed and good technical support of Totogi. Their platform is a technology breakthrough, their interface is very easy to use and they can help us to deliver new digital services very quickly that enhance the lives of Eswatini people and boost our growth.”*

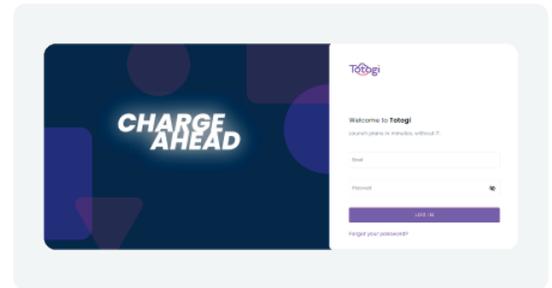
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**Jabulile Dlamini, Chief Technology Officer, Eswatini Mobile**

## Agile & digital

Eswatini Mobile wanted to embrace digital customer services and experiences to differentiate from the established competitor. Most of the young generation are digital natives and they feel frustrated interacting with traditional telco providers' unintuitive customer journeys. They are ready and able to use digital services and Eswatini Mobile can disrupt the market by supporting their lifestyles with new digital experiences. Eswatini Mobile can leverage this opportunity and own it as a mid/long term value proposition because its competitor cannot currently match those experiences with its legacy charging system and workaround solutions.

For young people to embrace the digital lifestyle, they must be provided with the ability to carry out the tasks that are important to them – end to end, without interruption by technology. All unnecessary steps must be eliminated, customer needs predicted, and new services supplied so they can be delighted with new services and seamless experiences. To reach those capabilities, Eswatini Mobile has to leverage the public cloud. Totogi Charging-as-a-Service is designed and engineered from the ground up to run on Amazon Web Services (AWS), and can provide the maximum technical capability, flexibility and scalability.

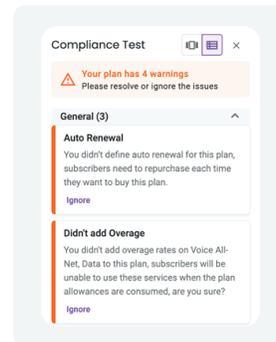


## Easy user interface

A session with the Eswatini Mobile Product Management team was held to showcase the intuitive user interface of Totogi Plan Design.

Plan Design has been designed by marketers for marketers to launch products in minutes. It does not require any technical background. Marketing users are assisted with reminders and instant calculations of commercial margins, while existing mobile plans from all telcos in the world can be displayed with a single click to compare. These features enable telcos to make faster business decisions and meet KPIs easily.

With Plan Design, Eswatini Mobile has gained the agility and flexibility to innovate and experiment with different products in the developing market of Eswatini. Plan Design supports it to be a provider that can change and adapt very quickly, which is Eswatini Mobile's exact need on its path of digitalization and growth.



**Plan Design warns the users about the issues that they might forget while designing the plans**

## Results

With the Totogi Charging-as-a-Service pilot, Eswatini Mobile witnessed the superior digital capabilities of Totogi. Quick integration gave the operator the ability to innovate with new products, experiment with personalized plans and fully embrace the process of supporting its subscribers with their digital lifestyles.

Totogi envisions a future in which all telcos have moved all software to the public cloud. If you want to experience the power of Totogi Charging-as-a-Service like Eswatini Mobile, visit [Totogi.com](https://Totogi.com) for more information.

