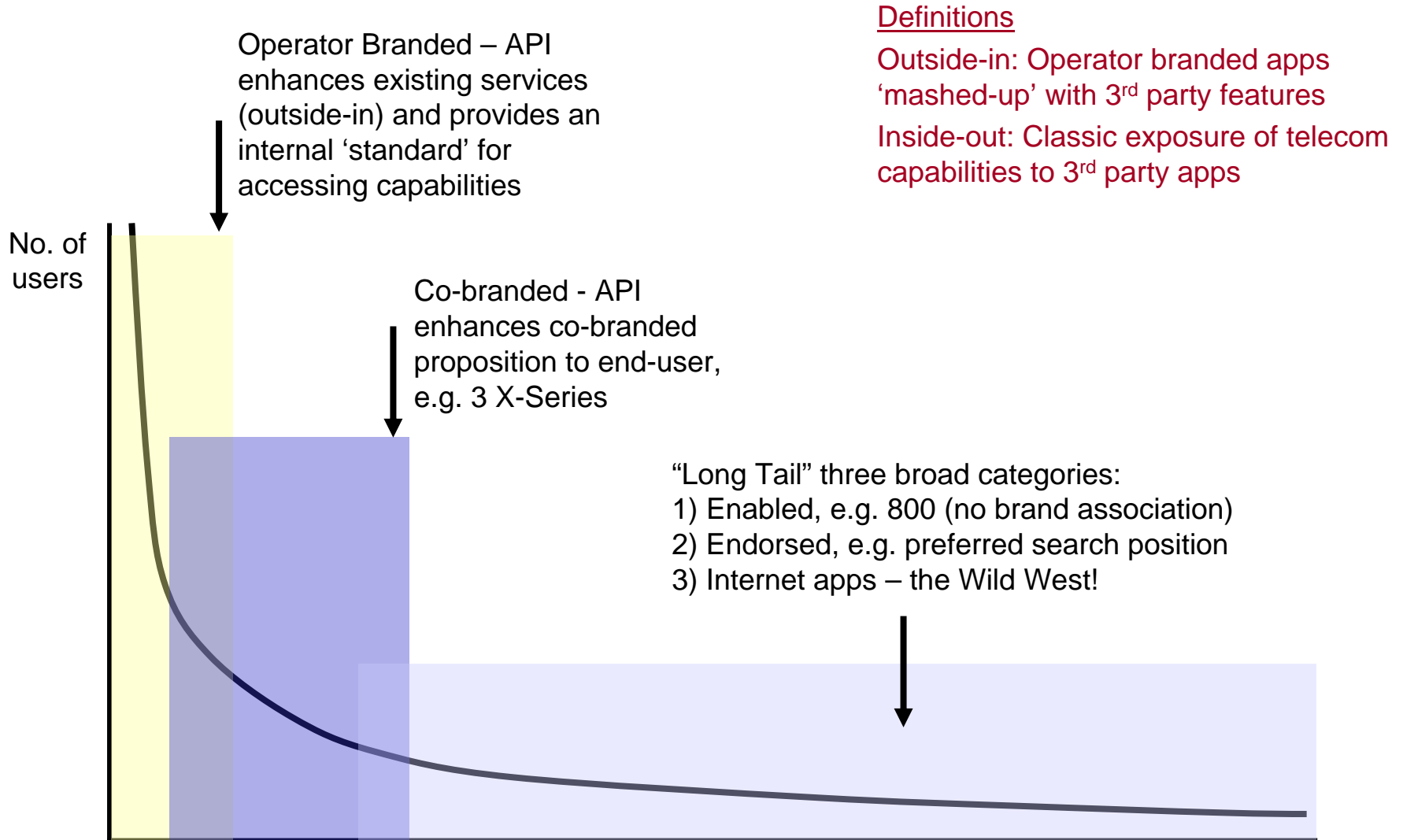


Application Demand Curve and the Telco API

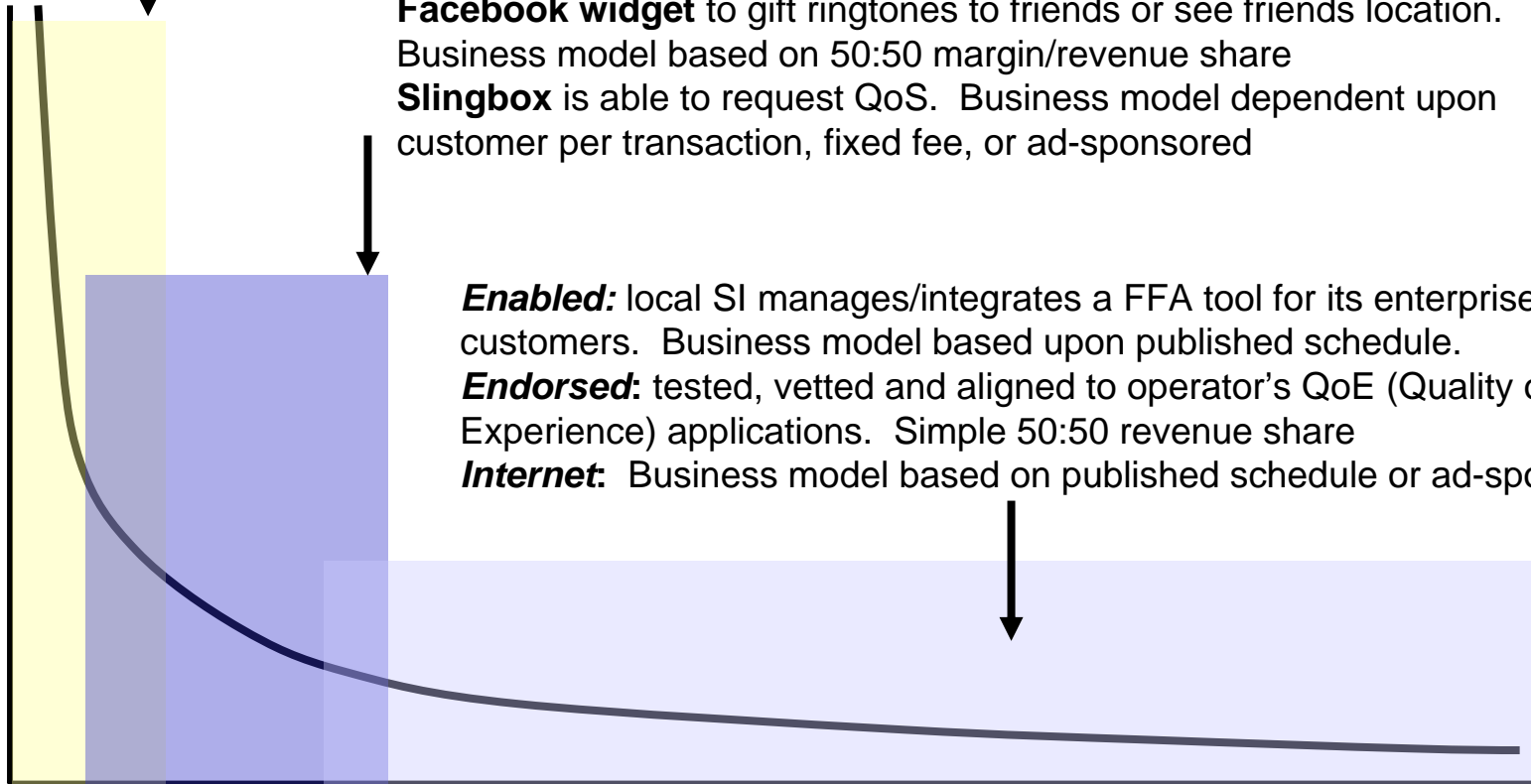


Example Telco API Enabled Applications and Business Models

Outside-in example: Spinvox: speech-to-text service for enhanced voicemail. Business model dependent upon customer: per transaction, fixed fee, or ad-sponsored

Inside-out example: Classic SDP benefits, common API to access customer context across voicemail, address book, game portal, etc. Business model is internal and based upon lowering integration cost

No. of users



What's the benefit to operators?

Total ARPU uplift 12%-36%

