



Viver sem fronteiras

Orga Systems.

#1 choice for real-time charging and billing

SUCCESS STORY

Virtual Voucher System

TIM Brazil's *Ponto de Venda* (PDV) is based on Orga Systems' Virtual Voucher solution. It revolutionizes the way prepaid services are sold. TIM PDV provides all functions needed by distributors and resellers to sell and manage prepaid top-ups in a fast and efficient way. In October 2009 TIM had over 32 million prepaid subscribers in Brazil. The operator plans to roll out 180.000 PDV vending devices in the next two years.

„TIM always strives for innovation and maintains an ambitious vision of being a benchmark in the communications industry. So when we were looking for a new recharge system it had to deliver a truly transformational impact and fulfil the high demands of both, our customers and distribution partners.

Therefore Orga Systems' Virtual Voucher provided us with superior functionality and performance to optimize our recharge strategy and distribution network.”



Mr. Marcio Laest
Sales Director at TIM Brazil

The Need

Today the telecommunication industry needs innovative yet reliable solutions for prepaid recharge. Traditional scratch card distribution is costly and lacks flexibility in terms of intelligent sales and marketing support. Alternative top-up solutions and simple airtime re-distribution

systems are starting to substitute traditional recharge methods. Nevertheless telecom operators like TIM Brazil need to actively manage their recharge strategies and to capitalize on the existing distributor relations and sales networks.



TIM CELULAR S.A. and Orga Systems are distinguished winners of the “TMForum Excellence Award 2008, recognizing constant innovation and customer satisfaction” with the Virtual Voucher System.



The Challenge

Brazil is the 5th largest country by geography in the world. It has over 130 million mobile subscribers, the majority (80%) of them being prepaid customers. In order to enable this important payment option TIM Brazil sells top-ups via a complex network of distributors and thousands of resellers. Facing frequent challenges and efforts related to voucher code distribution and costly scratch card logistics TIM Brazil decided to launch TIM PDV. Therefore a sophisticated sales and distribution system was needed that created a new win-win situation for TIM Brazil and its distribution partners. At the same time it was important to gain instant subscriber acceptance and satisfaction. Further on TIM Brazil was targeting additional project goals like:

- Speed up the launch of recharge campaigns
- Gain additional business intelligence and sales statistics
- Reach new customer segments
- Securely manage payments and settlement of distributors and resellers

The Solution

TIM PDV uses standard GSM mobile handsets as vending devices enabling a hierarchical network of distributors and retailers to sell prepaid top-ups. Therefore TIM Brazil launched special PDV promotion packs, including a TIM Brazil-branded PDV vending device to promote the new solution and to create additional brand recognition effects. Resellers can share vending devices and are supported by menu driven processes and individual sales reporting functions.

With the new recharge system TIM Brazil offers its customers several denomination values, ranging from R\$ 1 up to R\$ 100. Customers of TIM Brazil’s innovative “PLANO 1” tariff can choose top-ups from R\$ 1, R\$ 3 or R\$ 5. Depending on the transmitted customer MSISDN (Mobile Subscriber ISDN Number), TIM PDV automatically delivers a segmented choice of available top-ups per subscriber. Orga Systems’ Virtual Voucher is completely server based and enables instant campaign changes and micro segmentation. This is a big advantage over legacy device-centric solutions or uncontrollable money re-distribution systems. With the launch of TIM PDV, the operator achieves tremendous cost savings and recharge service improvements for its customers and distribution partners.

Customer benefit

- Convenient management of distributors, retailers and sales regions (incl. central activation/barring of PDV vending devices)
- Micro-segmentation for differentiated denomination strategies
- Server based configuration of available recharge values
- Instant creation of executive sales reports
- Real-time monitoring of reseller airtime credit limits

Customer value

- Provides outstanding ROI and break-even results
- Guarantees subscriber satisfaction through speedy and reliable top-up processing
- Securely manages distributor and reseller settlement
- Gains valuable insight about customer recharge behavior
- Successfully supports on-the-fly configuration of recharge campaigns