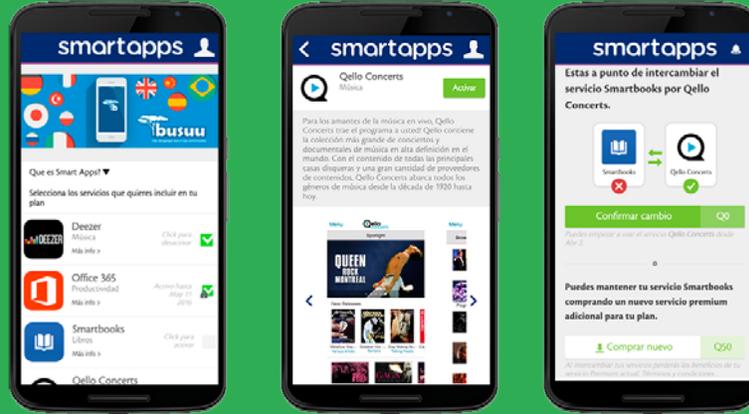


CUSTOMER SUCCESS STORY

Tigo (Millicom): Solving the OTT Dilemma with *Smartapps*



To increase data and smartphone usage, Tigo built plans around OTT services

With Smartapps, powered by Sandvine OutReach, subscribers get access to subscription over-the-top (OTT) services and digital content that's otherwise unavailable or difficult to acquire.

Tigo Smartapps

Smartapps is a key tactic in Millicom's Digital Lifestyle strategy. Subscribers get convenience and savings and they can manage their premium services from the *Smartapps* webpage or Android app.

Using the hybrid app functionality of OutReach, Tigo can update *Smartapps* in real-time and subscribers will have access to the latest offers. The in-app interface is directly edited, so there is no need to re-enter the app store review process.

Profitable Relationships

It's win-win-win with *Smartapps*: subscribers get access to OTT services, OTT services increase their user counts, and Tigo benefits from growing data adoption and increased subscriber loyalty.

Behind the scenes, OutReach integrates third-party services, like Deezer and Microsoft Office 365, with Tigo's billing and secured CRM. This integration means that when a subscriber signs up for a service, the billing is handled seamlessly.

The Digital Lifestyle

"Our customers are switching to smartphones and want to use them to access as many services as possible. This partnership will make it easier for them to access all kinds of new content such as music streaming and sports apps. It's a key part of our strategy to provide a digital lifestyle and promote stronger customer loyalty with valued services and attractive bundles."

- David Gilarranz Berner
Global Head of Digital

About Millicom

Millicom is a multi-national telecommunications operator that provides data services under the Tigo brand throughout fourteen markets in Africa and Latin America. Millicom's services are used by tens of millions of subscribers on 2G, 3G, and LTE networks.



Are you profiting from OTT services? Visit www.sandvine.com