

CUSTOMER SUCCESS STORY

Vivo Delivers a Digital Marketplace



The Vivo App Store lets subscribers purchase a wide variety of digital services

In many parts of the world credit card access is not easily available, making it incredibly difficult for subscribers to purchase OTT services, premium digital content, and mobile apps. That's why Vivo launched the Vivo App Store. The Vivo App Store enables subscribers to purchase a wide variety of digital goods and pay for them through their Vivo account.

Vivo App Store

With Vivo App Store, subscribers can purchase value-added streaming services, games, and mobile apps through their Vivo account.

The Vivo App Store provides the optimal digital shopping experience for subscribers on any smartphone, tablet, or laptop browser.

Benefits

Vivo's marketplace increases revenue and improves customer experience by offering a wide range of services and content in one place. It also increases profitably and loyalty among those customers who are using the Vivo App Store.

OutReach's ease and flexibility lets Vivo build and manage portals with reduced time to market, supporting all devices in the market.

Innovation made Easy

"OutReach's ease-of-use and advanced customization capabilities enable Vivo to provide seamless access to third-party digital services to all of their subscribers, across all device types, with a much faster time-to-market than alternative subscriber engagement solutions."

- Tom Donnelly, COO,
Sales & Global Services, Sandvine

About Vivo

Vivo, a Telefónica Brasil consumer-level brand, is the market leader in Brasil, with 74 million customers and 30.6% of market share.

Telefónica Brasil is part of the Telefónica Group, one of the largest conglomerates of the world, with presence in 21 countries, 346.9 million active users, 126.9 thousand employees and revenues of 52.0 billion euros in 2016.



Learn how OTT services can help grow revenue. Visit www.sandvine.com