WEDO TECHNOLOGIES USER GROUP AMERICAS 2017

E-BILLING B2B

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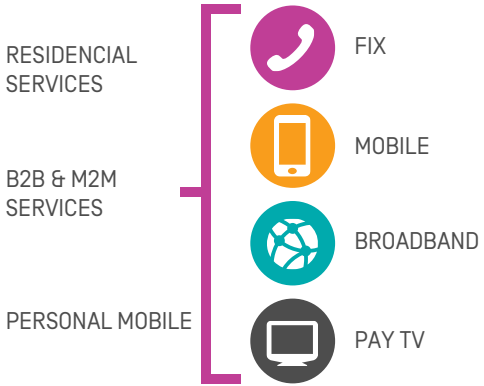
AGENDA

1. Who is Oi?
2. Business Challenges
3. Convergence Strategy
4. E-Billing B2B Technical View
5. E-Billing B2B Business View
6. Questions

1. WHO IS OI: A CONVERGENT TELECOM SERVICES COMPANY

Oi is one of the biggest companies in Brazil, employing, directly and indirectly, approximately 130 thousand people. It's started in 1998 during the privatization of the Brazilian telecommunications sector. The pioneer among its competitors, the company offers **convergent telecom services** and has more than 63 million customers around the country.



Oi has one of the biggest and most diverse telecom networks of the world that reaches almost all the 5.570 Brazilian cities. Oi also has the biggest Wi-Fi network of all Latin America, with more than 2 million hotspots. The biggest fiber network in Brazil, that has about 363 thousand kilometers, also belongs to Oi.

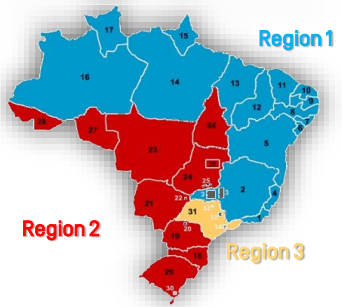
2. WHO IS OI: BUSINESS CHALLENGES

As published at Oi's investor relations website, there is a plan for the operational turnaround of the company.

- **Focus on execution**, doing more with less to support the operational viability of the company
- **Efficiency improvement in capital and operational expenses**;
- **Focus on the quality**, searching for advance on regulatory and customers indicators;
- **Continuity of the digital transformation** component to ensure the sustainable future of the business.
- **Focus on convergent offers (Oi Total)**;

3. CONVERGENCE STRATEGY

CONVERGENCE DEMAND EVOLUTION IN THE BILLING SYSTEMS ENVIRONMENT



SISRAF

SFA

KENAN

SINN

Billing Systems

INTEGRATION APIs

Voice and Broadband

Voice and Broadband

Mobile

Oi total

HD

TV

INTEGRATION EBILLING SYSTEMS

E-BILLING ENVIRONMENT

B2C

Oi Digital Portal

CORPORATE & MEDIUM COMPANYS

Oi Saphety B2B Digital Portal

SMALL COMPANYS

Oi Digital APP

4. E-BILLING B2B: CONTEXTUALIZATION

WHY ?

OBJECT

- ACQUIRE DIGITAL SOLUTION SOFTWARE AS A SERVICE (SAAS) FOR B2B CUSTOMERS THAT ENABLES TO MANAGE AND EXECUTE SERVICES RELATED TO THEIR INVOICE THROUGH A WEB PORTAL.
- SEGMENTS SERVED: CORPORATE, WHOLESALE AND ENTERPRISE MEDIUM SIZED COMPANIES.

SCOPE

PROVIDE B2B CUSTOMERS WITH THE POSSIBILITY TO:

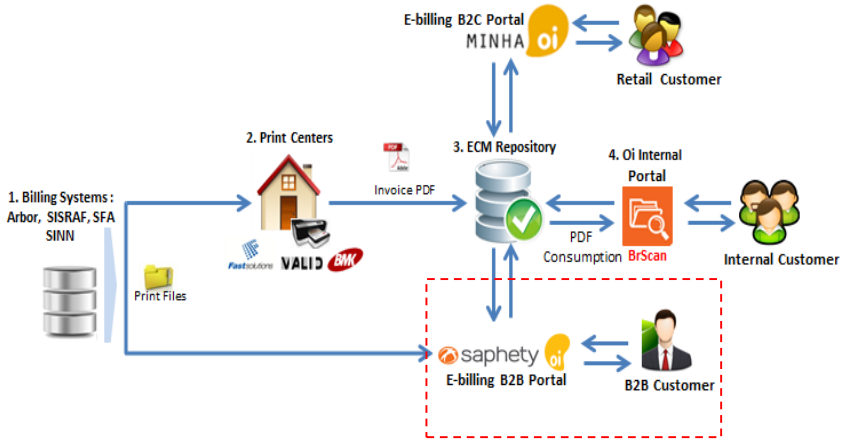
- VIEW AND / OR PRINT THEIR INVOICES AND EXPORT THEM IN VARIOUS FORMATS (TXT, FEBRABAN)
- MANAGEMENT OF THE CONSUMPTION OF THEIR TELECOM SERVICES IN ITS VARIOUS ASPECTS
- COST CONTROL BY COST CENTER
- CONFERENCE OF INVOICED AMOUNTS FOR DEBIT SETTLEMENT,
- INVOICE STATUS, PAPERLESS ACCOUNT MEMBERSHIP

BENEFITS

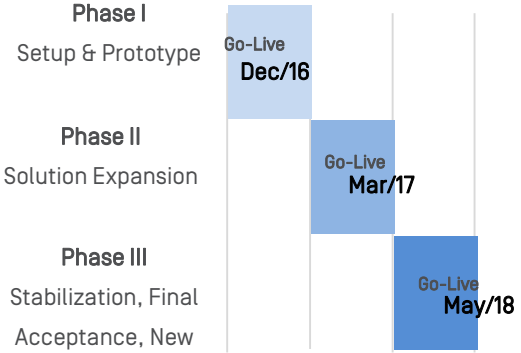
- INCREASED PROCESSING / DELIVERY CAPACITY OF INVOICES ISSUED TO CUSTOMERS
- SUBSTANTIAL REDUCTION IN PRINTING AND POSTING NEEDS.
- MINIMIZE LATE PAYMENTS
- AVAILABLE ON THE WEB

4. E-BILLING B2B: IMPLEMENTATION

WHAT IS IT ?



TIMELINE



DELIVERABLES

- **Phase I – Fixed Version Region 1**
  - Creation of companies
  - Processing workflow
  - Availability of documents and signage by email
- **Phase II - Other Billing Systems (Fixed Region 2, Mobile and TV)**
  - Creation of other companies and users
  - Audit maechanisms
- **Phase III – Other features**
  - Generation of partitioned extracts
  - Reports
  - Customer Support Area

CRITICAL SUCESS FACTORS

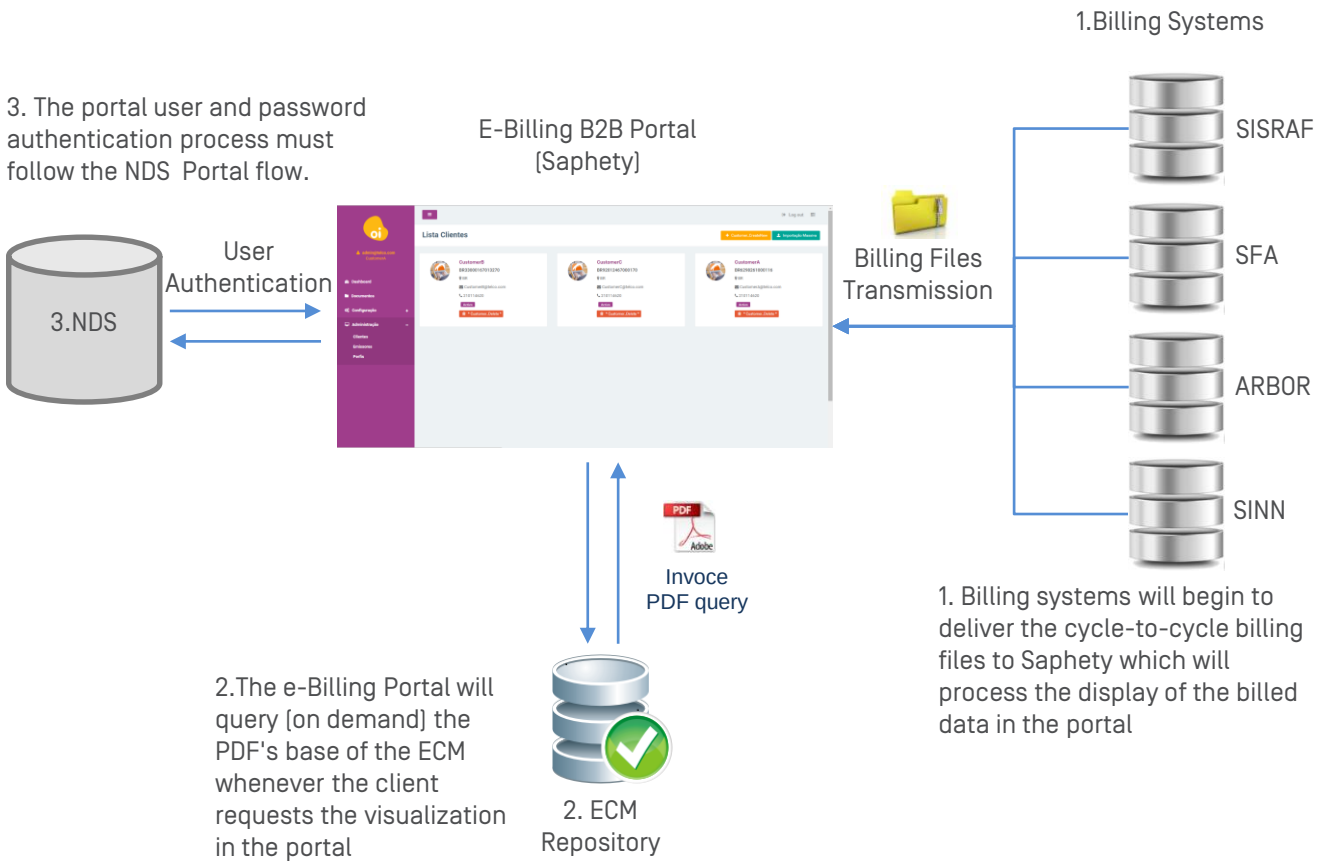
- ✓ SaaS Solution
- ✓ Prior understanding of invoice types, spool files
- ✓ Prototype first
- ✓ Allocation of IT Security teams in the right time
- ✓ Invoices retention rules
- ✓ Listen to the client to adjust usability
- ✓ PDF size review
- ✓ Inbound and outbound volumetry control and KPIs

MAIN DELIVERABLES

- Web Portal with online invoice information
- Flexibility in maturity exchange
- Quick download of PDFs
- Account alert available
- High level of security
- Scalability

4. E-BILLING B2B: MACRO DESIGN OF SOLUTION

MACRO SOLUTION



VOLUMETRY P/MONTH

- **16 MILLIONS PROCESSED DOCUMENTS**
- **28.500 ACESSES**
- **45.000 BILLING FILES (1 TB)**

5. E-BILLING B2B

CONCEPT

Web based platform that grants B2B customers access to their digital bill in a secure way using previously registered login and password. It also enables our customer to better manage their telecom usage through detailed information.

WEB
Portal Oi Contas B2B

Target Market

- CORPORATE
- WHOLESALE

5. E-BILLING B2B

SEGMENTATION

		NET REVENUE 2016 [R$ BI]	CUSTOMER	ENTERPRISES	PORTFOLIO	BILLING PAGES
WHOLESALE		2,4 [28,3%]	Telecommunication Providers	413 Economic Groups	Leased Lines, Data services, Voice Traffic, Roaming and Network Sharing	11,040
CORPORATE		3,9 [45.6%]	Corporate customer MMR*> R$24K	38,099 Economic Groups	Data Networks, IT, wireline voice and mobile	1,156,077
SME	MEDIUM	2,2 [26.1%]	Medium customer MMR* <=R$24K e > R$2K	52,264 Companies	Broadband, wireline voice and mobile, IP access and IT	684,980
	SMALL		Medium customer MMR*<= R$2K	764,905 Companies	Broadband, wireline voice and mobile	3,033,064
TOTAL B2B		8,5 Bi				

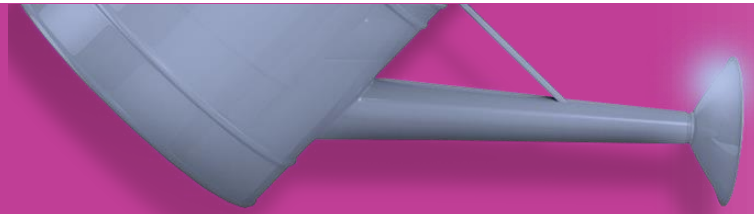
*Monthly Recurring Revenue

5. E-BILLING B2B

MAIN GOALS

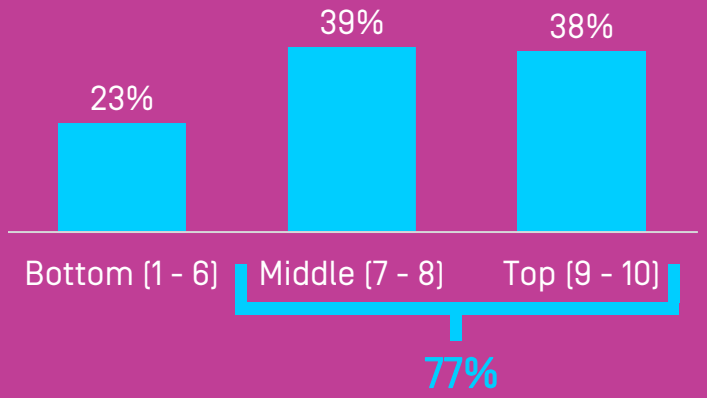
- Increase B2B **customer satisfaction**
- Enhance B2B **digital transformation** using e-billing
- **Cost reduction** through printing and mailing savings
- Reduce delinquency rate to ensure **healthy cash** flow

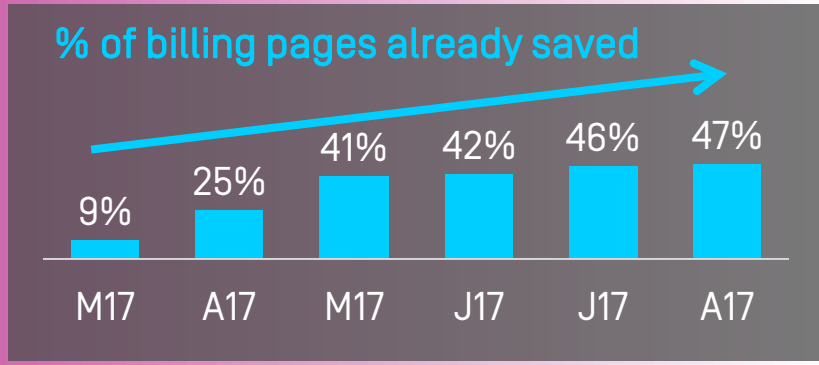
5. E-BILLING B2B

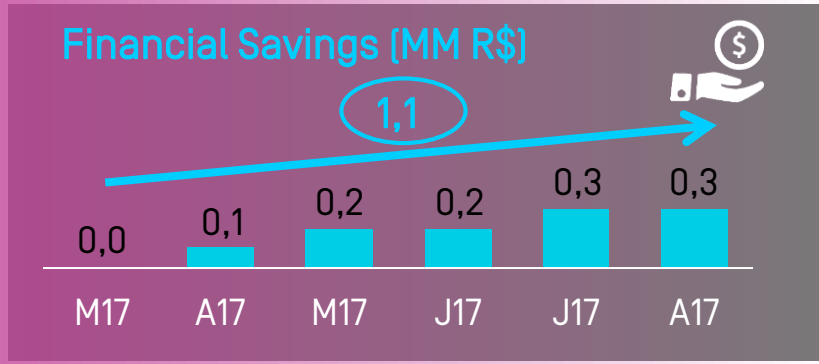


Great
Results

Customer satisfaction survey







5. E-BILLING B2B

BENEFITS

Customer

- Better **Customer experience** (more convenience, effectiveness and transparency)
- **Delays of mailing services elimination**, avoiding fines and interest charges due to late payments
- Easier telecom **usage management**
- **Sustainability** an environment-friendly culture encouragement

oi

- **Customer satisfaction enlargement**
- **Cost reduction** by getting rid of printing and mailing services
- **Operational cost reduction**
- **Reduction of delinquency rates** (remove external events such as post office strikes that delays invoice delivery)
- **Sustainability** an environment-friendly culture encouragement

5. E-BILLING B2B

CHALLENGES

- Customer **engagement**
- Short-term adoption-rate
- "Invoice paper" **culture disruption**
- High level **customer satisfaction** in e-billing usage

STRATEGY

- Stablish a defined **target** to our team for customer engagement
- **Team training** (tool and persuasive techniques)
- **Targeted action** to customers with large number of billing pages
- Deeply **understanding of customer's process payment** in order to properly pitch the advantages of e-billing
- Perform **customer satisfaction** survey and make adjustments according to the feedback received

5. E-BILLING B2B

NEXT STEPS

- Cover all customer data base and reinforce invitation to customers that have not yet signed up (higher executive levels). The goal is to reach **75% of customers by the end of 2018**
- E-billing platform upgrade (customer satisfaction survey)
  - ✓ *Tailored reports*
  - ✓ *New layouts*
  - ✓ *Possibility to add several users associated to a master login*
- Assure e-billing adoption as a requirement for new purchases by private customers

Become the Brazilian e-billing benchmark in telecommunication industry; providing customer satisfaction, promoting sustainability and also reducing costs.

QUESTIONS?

THANK YOU!

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