



# Radisys

## SOLUTION BRIEF

## Drive ARPU with Affordable Smart Feature Phone and Integrated Digital Apps

The keys to mobile network operators' success are finding ways to shape user experiences and driving high-value data traffic on their wireless network. With smartphones, it is easier—users can stream movies, shop on ecommerce sites, interact on social media, all while remaining connected with families and friends in immersive ways that grow their relationships. Unfortunately, smartphones are not attainable for every subscriber, but that does not have to preclude operators from extending the benefits of the digital economy to every subscriber. Radisys smart feature phones embedded with a rich array of captivating apps offer smartphone features and capabilities in a device that is attainable for the masses.

Building on significant experience helping operators in some of the world's most diverse economies, Radisys has developed a unique set of products, skills and strategies to help service providers plan, deploy and operate digital engagement services that can increase their subscriber base, grow average revenue per user (ARPU) and reduce customer churn through sticky, loyalty-enhancing services. The results achieved by Reliance Jio in India, our sister organization, where the subscriber count exceeded over 410M less than five years after network launch, can be replicated and customized to local demographics. Radisys can provide a full spectrum of products, applications and services that bring these best practices that drive data consumption, successfully roll out digital services that attract and retain customers and increase profitability.

Let us explore the key components that Radisys can bring to your network to help you grow your customer base so that your business can distance itself from the competition.

## Best in Class 4G Smart Feature Phones

The expansion of 4G networks throughout African, Latin American and the Middle Eastern regions will create new opportunities for mobile operators to enable mass-market digital experiences with an economical, feature-rich phone. More than just a handset, the Radisys Reach phone is a lifestyle accelerator that brings high-value customer engagements and streamlines customer experiences—all of which translates to greater stickiness and reduced churn for mobile operators. The look and feel and rich functionality of a high-quality device builds pride for the subscriber when they demonstrate to their friends and family how it can do so much more than making phone calls and sending and receiving text messages.

The 4G smart feature phone offered by Radisys is high quality and competitively priced while providing an excellent user experience. The value of the Radisys Reach phone is that it delivers consistent, user-friendly digital experiences unmatched by any other product, network operator, or OTT solution. These phones are not only easy to use; they also provide significantly better service capabilities than devices operating on legacy 2G networks. The 4G network's higher bandwidth powers excellent quality video streaming, winning social applications, and mass market appeal.

Driving revenue occurs when users have access to engaging experiences. Traditional feature phones are not powerful enough to engage the user with a high-end customer experience. Premium-grade feature phones with color displays and 4G connectivity create the impact that drives customer loyalty and generates usage-based revenue.

## Radisys Creates Sticky Digital Services with Pre-Loaded Apps

Rich digital applications play a critical role in building customer loyalty. The applications that bring information to users and allow them to share quickly and communicate skillfully in their social circles are essential to building brand recognition that attracts new customers who will generate revenue.

Radisys offers a full catalog of digital services and applications—the Engage portfolio—to foster richer customer experiences and drive engagement on all devices. With industry-leading performance and deployment flexibility, Radisys is the partner that gives mobile operators flexible infrastructure, applications, APIs and services to satisfy the evolving needs of its network and customer base.

Smart feature phones with  
meaningful apps help

**increase data  
consumption  
35 to 70X**

compared to standard  
feature phones

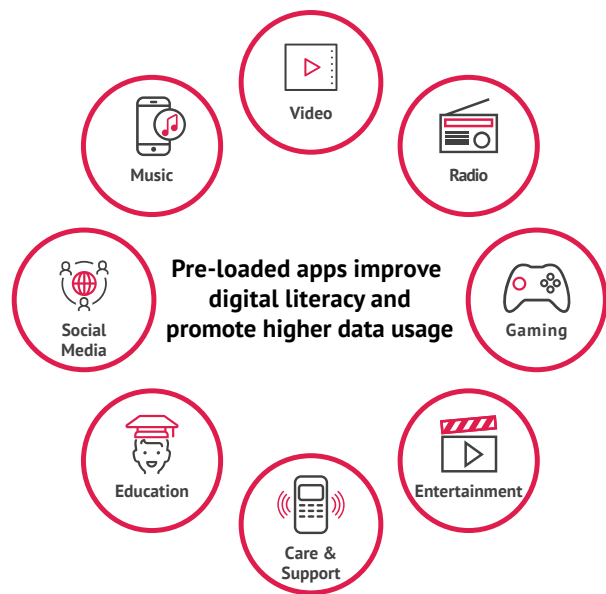
### Radisys Smart Feature Phone

- 4G VoLTE/ViLTE Compatible
- Best-in-class hardware quality and performance
- Runs on the world's lightest smartphone operating system (KaiOS) for a rich user experience
- Local language support
- Rich array of digital engagement applications
- Over 115 million phones sold to-date

We know from experience that growing the subscriber base comes by providing access to the right features, capabilities and apps that improve the user experience. Revenue growth from these subscribers comes from delivering entertainment and content apps. The social media phenomenon is another category that expands data consumption, with subscribers providing updates to friends and responding to online challenges. Users form emotional attachments with social media applications—particularly those that directly convey personal connections between people, like with video calls, messaging apps, and community engagement channels.

A successful digital engagement experience facilitates communication, content and commerce in a consistent and user-friendly way. Integrating applications and creating a smooth deployment of services to users will drive customer growth, loyalty, and revenue. Pre-loaded apps on the feature phone not only make it easy for the subscriber to start using the feature, but it eliminates any hassles and resulting frustrations that they might encounter during the loading process. Radisys can tailor the selected applications for use on the network and ensure that the device and applications are ready to use right out of the box. Radisys can work with the operator to optimize offers that are tailored to the local markets—pre-paid, post-paid; integrated into mobile payment system; zero rating services that can drive revenue through transactions or can create viral subscriber growth.

This customer-first approach creates direct and social monetization. With easily upgradeable service tiers, subscribers can choose their path to the service that they desire. From ecommerce transactions that allow them to use their smart feature phone to make purchases to viewing advertising and marketing content from sponsors, Radisys knows how to create programs that drive ARPU via a new digital lifestyle for customers.



### Radisys Smart Feature Phone Apps and Capabilities Create Stickiness

- Integrated applications for messaging, collaboration, content, and commerce drive increased digital engagement and ARPU
- Unconventional communication vehicles via interactive two-way public and private channels
- Conversational AI-based self-service virtual assistant applications enhance customer care experience, increased brand engagement, and reduce time to resolution
- Seamless integration with operator-owned, third-party, and Radisys/Jio partnered digital commerce and content apps
- Digital communication and engagement platform with APIs and SDKs to build custom apps



## Upgrade the User Experience with Diverse Media and Unlimited Content

Upgrade the user experience and drive customer retention with compelling curated content that is integrated on the Radisys smart feature phone and ready to go out of the box. With the Avvatta mega app included, the Radisys smart feature phone gives users endless hours of subscription-free games and movies that they can enjoy anywhere. Pre-loaded operator-branded apps in a broad range of genres, such as music, news, video on demand and more extend the value of operator services and upgrade the user experience for all subscribers. Boost customer retention with a wide array of feature-rich, habit forming apps that provide a customer experience and exceptional value that is unmatched by any other provider.



### Avvatta

A mega app of games, video on demand, news, radio stations, e-learning and free entertainment to keep users coming back for more



### Voot

A powerhouse of video on demand content featuring thousands of Bollywood movies across numerous genres, live TV channels, live news channels, and Voot originals



### JioNews

An infotainment app with integrated content across languages and genres in the form of articles, short videos and photo galleries



### JioSaavn

Lifestyle enriching multi-platform audio streaming with 60 million tracks in 18 languages for endless hours of listening enjoyment

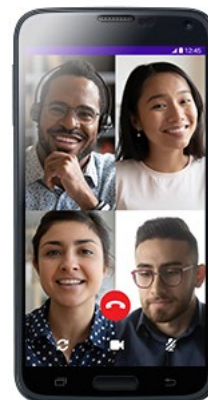
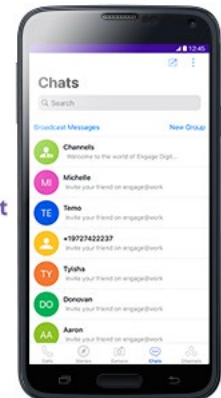
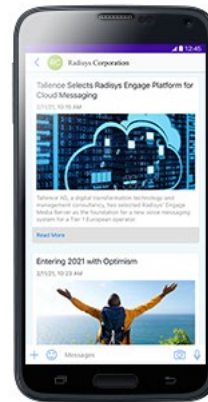


## Exclusive Tools to Distinguish Your Brand and Elevate Customer Engagement

Radisys offers a full suite of white labeled communication and engagement apps which can be customized for consumer and business subscribers of all sizes. Exclusive apps tailored to your organization or your markets increase the value of your brand and deliver outstanding value over over-the-top (OTT) apps.

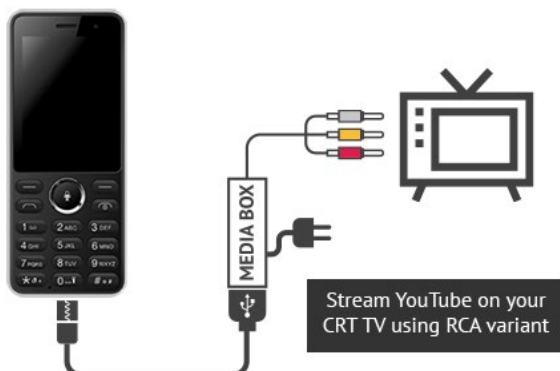
- Engage Channels**  
 Unique two-way interactive public and private channels solicit customer engagement with interesting video content that captures subscriber attention
- Engage Chat**  
 Capable of live streaming events directly in the chat interface, Engage Chat is a next gen messaging app
- Engage Video Call**  
 Multi-party video calling enables subscribers to engage effortlessly with crisp, high-definition clarity

Customize the user experience and extend your brand with exclusive, one-of-a-kind apps with distinctive features that drive subscriber engagement and create customer stickiness.



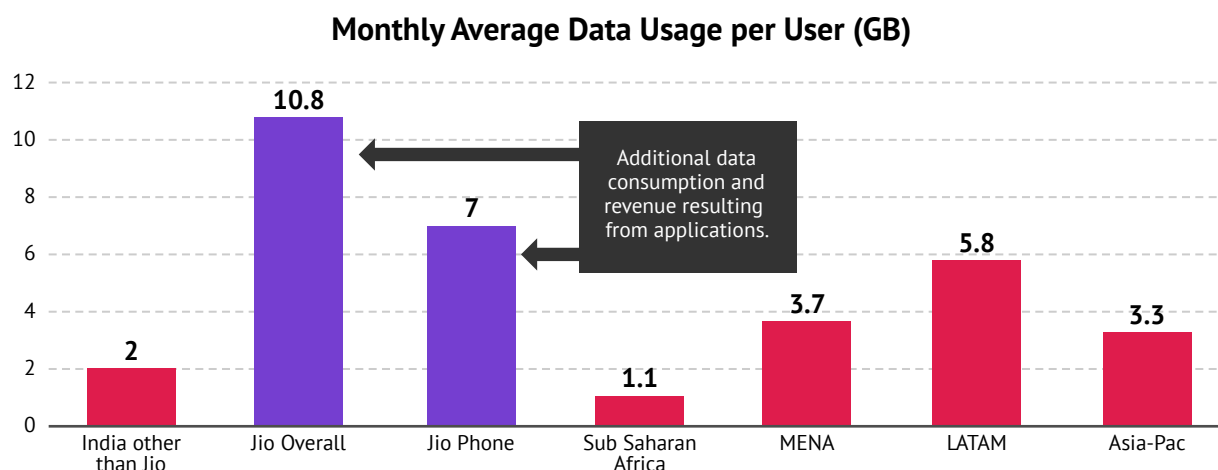
## Live Stream on the Phone and the TV

The Radisys ReachCast media accessory enables users to stream live TV and video content directly from the Radisys Reach phone to any TV. Connect the smart feature phone to any TV using the ReachCast media accessory and stream videos or live TV. The ReachCast extends the same engaging apps and content from the Radisys Reach phone to any TV. Likewise, any operator app can also be extended to the TV by integrating with the ReachCast API.



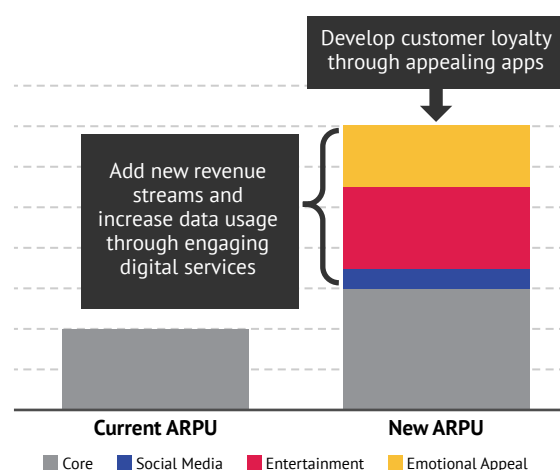
## Reliance Strength and Scale plus Radisys Execution Will Bring You Exponential Growth

Reliance Industries Limited, the parent company of Radisys Corporation, is a Global Fortune 100 company with a history steeped in innovation. Growing from modest roots as a small textile trading firm into a multi-billion-dollar conglomerate, Reliance is now India's largest private sector enterprise.



Seeing an opportunity to drive mobile and broadband adoption, Reliance introduced Jio, a 4G LTE network mobile operator who completely disrupted India's mobile telephony market. Jio launched on September 5, 2016 and within four years grew to become the premier mobile provider in India with more than 410 million subscribers. Demonstrating unprecedented innovation and a customer-focused service delivery model, Jio exceeded 100 million subscribers within its first 170 days of service and continues to delight customers with feature-rich applications and inclusive pricing. Jio's set of digital capabilities and apps introduced a digital transformation in India, where the average mobile data usage per subscriber is 11.7GB per month – making India number one for mobile data usage in the world.

Backed by Reliance's strength and Jio's field-proven scale, Radisys delivers feature-packed, customizable, and engaging solutions. We bring together efficient and effective communications and digital engagement applications, creating value and facilitating revenue growth for service providers, large enterprises and SMBs. Radisys' 4G smart feature phones enable operators to accelerate subscriber growth, increase average revenue per user, and advance broadband penetration. Radisys digital engagement solutions and handsets are currently deployed in Jio's network on a massive scale and are fully capable of delivering exponential growth in your local and global markets.



## Radisys is the Right Partner to Ensure Your Success

Radisys offers a premium quality smart feature phone with habit-forming applications and enhanced digital capabilities to promote customer stickiness, increase broadband consumption and drive ARPU gains. We deliver a proven strategy developed from expert market insights tailored to your specific markets to distinguish your brand and propel your network ahead of the competition. Radisys' available in-country Customer Success Management Service helps operators break through the competition with analytics-driven knowledge and insights. We help design and implement programs to facilitate new service creation and drive profitability for service providers around the globe. Contact our team of experts to learn how we can help you achieve exponential growth with our end-to-end smart feature phone and integrated app solution.

## Why Choose Radisys?

- Transformative cloud based solutions that propel service providers towards becoming digital experience providers with programmable communication platforms and applications
- Reaching 2 billion users through 150+ telecom operators globally
- 30+ years of product and operational excellence
- An experienced team of experts collaborate with you to introduce a full suite of locally relevant digital applications



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