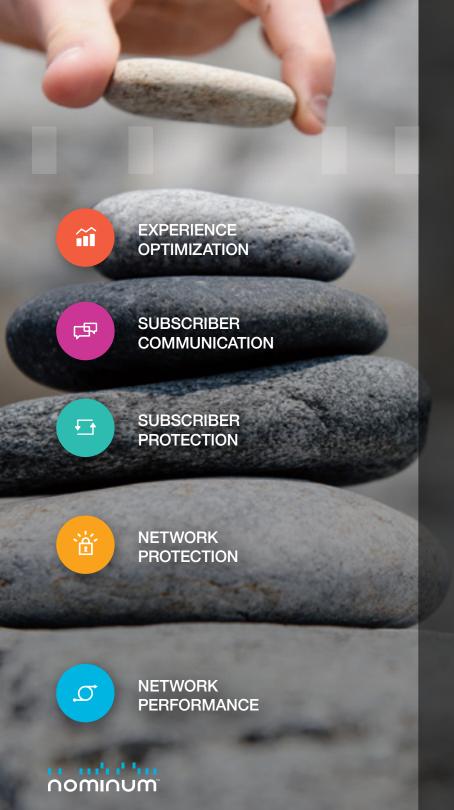
Digital Transformation for Service Providers

Protect, personalize and promote the online subscriber experience

34 use cases



Why work with Nominum?

Your Internet services are built on bedrock.

Nominum is the first company to create an extensible, DNS-based platform and application suite to digitally transform communication service provider networks and business operations.

The N2[™] platform is fully integrated with Nominum's market-leading Vantio[™] CacheServe DNS software to deliver world-class network performance, network and subscriber protection, subscriber communications and an online experience that is optimized for each subscriber.

Nominum software is used by more than 100 service providers in over 40 countries to accelerate personalized service creation and enhance the online subscriber experience.

Meet evolving subscriber needs.

DNS is at the heart of digital transformation.

N2 solutions leverage Nominum's innovative DNS software and expert team of data scientists to forge a clear path for service providers to move beyond a one-size-fits-all, network-centric approach to deliver a value proposition that is highly differentiated and subscriber-centric.

What is digital transformation?

"Adapting business models, network architectures and technology platforms to increase subscriber value and capture the greatest share of opportunities arising within the digital economy."

Heavy Reading



"Improving business processes and IT systems to **enhance the customer experience** through greater innovation, operational agility and efficiency."

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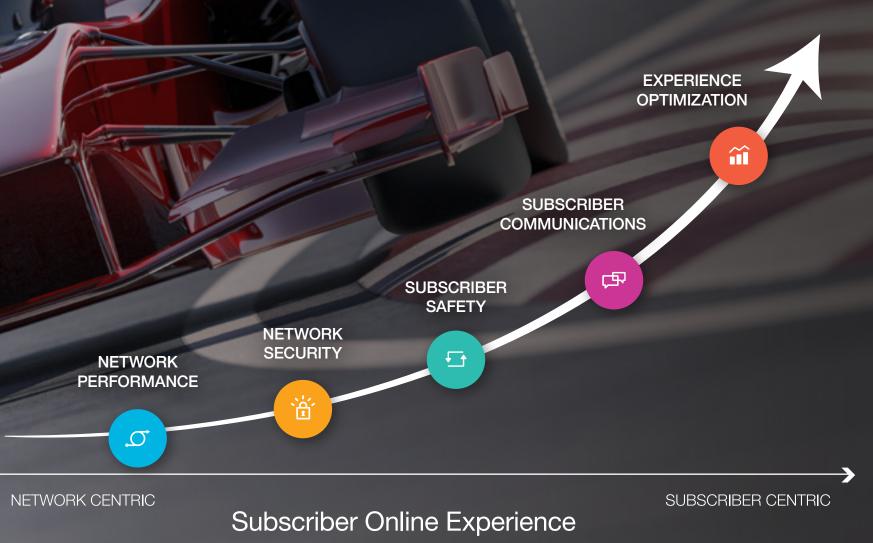


What is digital transformation?

"Focusing infrastructure investments on platforms that deliver greater customer experience, moving service providers **further up the value chain**."

Strategy Analytics

Accelerate up the digital transformation curve



Synchronization of services, people, process and systems

An Integrated Platform

Cybersecurity Defense

Legal and Regulatory Compliance

Value-Added Services

Billing and Revenue Management Customer Experience Management

Marketing and Promotions

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Protect your network and subscribers from lurking threats.

CYBERSECURITY DEFENSE

Use Cases

Protect Your Network

Prevent DNS-based DDoS attacks and block malicious Internet bot activity that cause network outages and deteriorated service.

Shield Household Networks

Infected subscribers are 3.6 times more likely to switch service providers.¹ Safeguard home networks from malicious online activity to retain subscribers and inspire brand loyalty.

Protect Subscriber Devices

Infected subscribers are 8 times more likely to contact the call center.² Safeguard subscriber devices from threats like phishing, malware, ransomware, online scams and fake antivirus products.

Prevent Bandwidth Theft

Prevent theft of service caused by hackers using DNS tunnels on cellular and Wi-Fi networks.

Protect Households From Illegal Content

Prevent accidental navigation to websites that host illegal content.

¹⁻² Customer results

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CYBERSECURITY DEFENSE

A European provider faced intense DDoS attacks that generated 70% of all DNS traffic in their network.

Nominum restored service, saving the provider €200,000 in annual recurring costs plus €50,000 per attack in customer support costs.

Open new revenue streams with value-added services.

VALUE-ADDED SERVICES

Use Cases

Protect Subscribers From Cyberthreats Infected subscribers are 3.6 times more likely to switch service providers.³ Enhance basic online services with advanced cybersecurity protection to increase subscriber loyalty.

Enable Subscriber-Defined Content Control Allow subscribers to block access to sites they consider offensive and potentially harmful.

Provide Parental Controls and Monitoring

Manage online access with precision policy control at multiple levels: household, individual subscribers and unique devices. No software downloads are required.

Protect Children Online

Safeguard children from inappropriate content with parental controls that enforce safe searches on all or selected devices.

³ Customer results

VALUE-ADDED SERVICES

An Australian provider created a value-added Internet safety bundle with Nominum N2 Engage.

Their 12-month adoption target was achieved in 3 months. The premium service bundle generated substantial new revenue and competitive differentiation.

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Build subscriber trust and inspire loyalty.



CUSTOMER EXPERIENCE MANAGEMENT

Use Cases

Subscriber Onboarding Experience Familiarize subscribers with new services to create a positive onboarding experience.

Agile Service Personalization Allow subscribers to customize their online settings in real-time to reflect personal preferences and values.

Security Recommendations

Use trusted messages to present subscribers with online security guidance.

Infected Subscriber Alerts

Use trusted messages to immediately alert subscribers of infections and malicious activity.

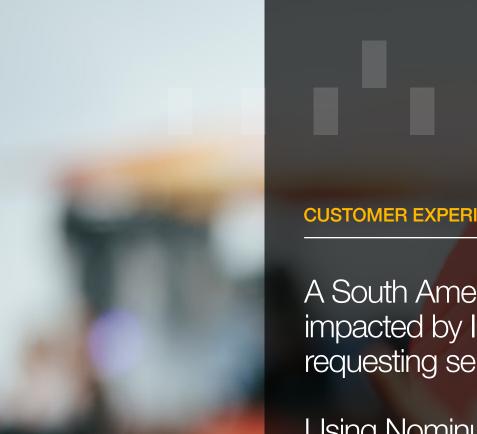
Infection Remediation Instructions

Provide subscribers with instructions on how to remediate security infections and direct them to online tools.

Conduct and Promote Online Surveys Publish online surveys to targeted subscribers.

Service Appointment Reminders

Remind subscribers of upcoming service appointments to enhance relationship-building and brand loyalty.



CUSTOMER EXPERIENCE MANAGEMENT

A South American provider was impacted by Internet subscribers requesting service termination.

Using Nominum's unique N2 Reach messaging solution, 18% of at-risk subscribers were retained and call center traffic was reduced by 60%. Reach more subscribers than traditional channels.

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MARKETING AND PROMOTIONS

Use Cases

Cross-Sell, Upsell and Bundle

Promote new services with powerful messaging capabilities that align with subscriber behaviors and preferences. Generate conversion rates that are up to 10 times higher than email.⁴

Data Usage Alerts

Alert subscribers at predefined data usage thresholds to help manage customer spend and inspire loyalty.

Service Plan Upgrades

Earn up to 20% more revenue by offering premium services and data plan upgrades at time of need.⁵

Wi-Fi Hotspot Monetization

Generate revenue while satisfying consumer demand for free Wi-Fi access.

On-Demand Video Specials Promote paid content and on-demand video services.

Pay-Per-View Promotion

Launch context-aware promotions for premium entertainment services when subscribers are most likely to buy.

Third-Party Promotions

Open new revenue streams by presenting offers from authorized partners.

⁴⁻⁵ Customer results

MARKETING AND PROMOTIONS

Using Nominum N2 Reach, a satellite service provider in South America launched a campaign for subscribers to increase their data quota.

Within the first 24 hours, 16% of subscribers accepted the offer and added more data.

Improve accounts receivable performance metrics.



BILLING AND REVENUE MANAGEMENT

Use Cases

Payment Alerts

Improve accounts receivable performance metrics by increasing the number of customers who pay on time.

Past Due Reminders

Recover past due accounts with a series of progressively urgent messages, each with a click-through to a payment portal.

Promote Paperless Billing

Reduce operational costs by getting more customers to choose paperless billing.

Promote Auto Pay

Encourage customers to enroll in an automatic payment plan.

Third-Party Billing

Open new revenue streams by assisting authorized partners with bill collection.

BILLING AND REVENUE MANAGEMENT

A North American provider was disconnecting 70,000 subscribers each month because of past due accounts.

Using Nominum N2 Reach, the provider estimated that it would save \$6.5 million in late bill notification costs.

Deliver critical information with confidence.



LEGAL AND REGULATORY COMPLIANCE

Use Cases

Security Breach Notifications Alert subscribers when they become infected with malware known to compromise personally identifiable information.

Copyright Violation Alerts Warn subscribers when attempting to access websites that host copyrighted content for illegal download.

Terms of Service Notifications

Inform subscribers of important service policies and direct them to policy documentation resources.

Policy Update Notifications

Notify subscribers of material changes to service policies.

Privacy Notices

Inform subscribers about the collection and use of personally identifiable information.

Content Compliance

Block prohibited online content in accordance with local mandates.

LEGAL AND REGULATORY COMPLIANCE

Several providers in the United Kingdom were mandated to notify their subscribers of a new service.

Using Nominum N2 Reach, 90% of the target audience were successfully informed – a result 15 times more effective than email.



DIGITAL TRANSFORMATION FOR SERVICE PROVIDERS

Discover your way.

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