

WITUP

Empowering top-ups



Product Overview

WITUP is an electronic top-up solution that integrates with the Operator's charging system and operates in a distributor network of any size to sell prepaid top-ups to mobile subscribers. This solution provides several end-points for retailers and distributors: traditional POS devices, an Android App, a USSD application, a Web interface and a 3rd party API. The WITUP solution allows the operator to quickly create new top-up products and promotions that are spread through campaigns to the network of retailers. The operator keeps total control of all sales activities and the distributors get access to Web and mobile Apps to control their own sales operations. WITUP is a market-proven solution: it was firstly deployed in 2012 and since then the platform already processed hundreds of million transactions in a reliable way. The platform is horizontally scalable and is prepared to cope with tens of million transactions per month. WITUP provides tools for real-time management of terminals, retailers and sales activities.



Relevance of Electronics Top-Ups

- Scratch cards are expensive and prone to theft/fraud.
- Unavailability of top-ups promotes churn.
- Grey market reduces customer satisfaction and Operator control.
- Top-up solution cannot restrain marketing creativity.
- Time-to-market of new products and promotions is critical.
- Marketing cannot be efficient without understanding customer behaviour.
- Logistics and security of top-ups are hard and expensive.



Benefits for the Mobile Operator when using WITUP

- Expand the retailer network with total control and efficiency.
- Minimize support, maintenance and logistics effort with optimized processes.
- Increase sales with promotions and increased product availability.
- Prevent lost sales due to stock-outs.
- Maximize revenue with variable amount top-ups.
- Promote cross-selling and up-selling of Operator Products.
- Know more about their costumers through data analytics applied to the top-ups.



WITUP Mobile Sales Applications

- Android, mobile POS, USSD, web app, 3rd party API (incl. ATM).
- Immediate top-up sales.
- Electronic voucher printing or delivery by SMS.
- Operation geofencing controlled by MNO.
- Comprehensive sales reports and time-frame comparison.
- Single hierarchy level account management.
- Operator defined campaigns and push notifications to the application.



MNO Operations Monitoring and Control

- Manages MNO and Distributor networks.
- Network expansion and behaviour control.
- Product and promotions management.
- Sales geofencing control.
- Terminals life cycle management.
- Terminal application management and distribution control.
- Real-time operations monitoring and location based reports.
- Security configuration, auditing, monitoring and control.



Distributor Control

- Web Portal, mobile tablet and smartphone management applications.
- Commercial KPIs definition and monitoring.
- Balance and stock transfer within distribution hierarchy.
- Full-scope sales evolution report with time frame values comparison.
- Location based reporting, terminal and retailer finder.
- Sales ranking by retailer, region, terminal, top-up type.



Transactional Engine

- Designed for scalability and adaptability.
- Custom HA and GR solutions.
- Ubiquitous communication.
- Secure protocols and channels.
- Audit trail of all operations on all channels.
- Complete API for 3rd party integration.
- Pre-integrated with Ericsson and Huawei charging systems.
- Near zero downtime for scheduled maintenance.
- Online and offline fraud prevention.
- Plugin technology supporting custom business rules.
- Authentication and authorization of all operations.

WITUP will help MNOs to be:

- More creative while creating new products and promotions.
- More efficient while controlling and expanding the retailer network.
- Widely available for top-up recharges with great quality of service.
- More proactive by monitoring operations in real time.

Why WIT?

- WIT is effectively helping operators in Africa to replace paper scratch cards, increase their revenue and optimize their business processes.
- WIT customizes WITUP to best integrate with each Operator's infrastructure.
- WIT has over 14 years of experience cooperating with mobile operators.