

## Effortel EMS Delivers Service Automation for MVNOs and MNOs



2019 MVNOs World Congress  
Best MVNE

### Award Winning Platform Supports Service Enablement, Marketing and Business Intelligence, Delivered at Scale and in Real Time

**Brussels, 30th May 2019:** Effortel, the mobile virtual network operator and enabler (MVNO/E), today announced the official launch of its EMS (Effortel Mobile Suite) platform. Developed for both MVNOs and MNOs (mobile network operators), the EMS platform is a fully automated system that is designed to drive greater usage of mobile services through highly-targeted and timely promotions and marketing campaigns. It can be deployed at scale and significantly reduces service providers' dependence on MNVEs through the automation of service enablement, marketing and business intelligence processes.

The platform has received industry recognition. Effortel EMS has been named Best MVNE at the MVNOs Awards 2019 in Amsterdam last week, an award that Effortel has now won three years in a row. Effortel EMS has already been adopted by three MVNOs, and is being deployed by two international banks to support their MVNO deployments – incorporating mobile banking, payment transfers and other services.

A key feature of the platform is its ability to enable real-time business intelligence to support subscriber marketing campaigns and customer engagement programmes on a massive scale. Previously, it was only possible to target small numbers of subscribers, but Effortel EMS can be used to collect, aggregate and process usage data on an individual subscriber level, across the entire subscriber base of an MVNO or even a large mobile operator. The platform produces actionable business intelligence based on real-time information, which is then used to drive marketing and promotional campaigns

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directed at customers via USSD, SMS, email or over social media channels. The platform then continues to monitor activity in real-time, with a view to executing further actions once a subscriber reaches a predefined threshold, or meets other set criteria.

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With Effortel EMS it's now possible for MVNOs and mobile operators to have complete visibility of customer behaviour and activity at any given moment. Service providers can then act on this information to launch highly-targeted marketing campaigns, to promote upgrades and service bundles. However, with our automated platform, it's now possible to execute campaigns across large subscriber bases made up of hundreds and thousands, even millions, of customers.

**Arkadi Panitch**  
Founder and CEO, Effortel

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The platform provides marketing capabilities on an unprecedented scale to drive ARPU, while also significantly reducing operational costs. The platform is now live and out in the market and we're very happy that it received an accolade at the MVNOs Awards, because it represents the next phase in MVNE innovation, providing our customers with subscriber intelligence and automated marketing processes.

**Liudvikas Andriulis**  
Chief Marketing Officer, Effortel

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Based on a microservices architecture, Effortel EMS represents the latest advances in software development and the implementation of open source technology in a telecoms environment. It significantly reduces service providers' dependence on MVNEs as they are no longer reliant on third party developers for new features or products, or support for the management and execution of marketing campaigns.

### About Effortel

Effortel is the only MVNE worldwide that has deployed and is running a centralised real-time IN and BSS (intelligent network) system. It is currently integrated with six mobile operators across three continents and five countries (Belgium, Italy, Russia, Taiwan, and Kenya).

Currently, Effortel manages multiple MVNOs on its platforms - three MVNOs in cooperation with Carrefour (Carrefour Mobile Belgium, Carrefour Uno Mobile Italy and Carrefour Telecom Taiwan), as well as providing MVNE services to Daily Telecom, Optima, Taza Mobile, Total and Vodafone in Italy, VOO in Belgium, Equitel in Kenya, as well as TTK Mobile, Virgin Mobile and Akado Mobile in Russia on Tele2 Russia network. Several other MVNOs including Carrefour Mova (Poland), FM Group (Poland), Samatel (Oman Sultanate), Vodafone Malta, Bakcell (Azerbaijan) and Vodafone Bladna in Italy have been enabled by Effortel.

In total, Effortel manages close to five million subscribers across 11 MVNOs on its platform. Effortel is a leading MVNO consultant with Tier-1 clients such as Globe (Philippines), Israel Post, Alon Group (Israel), and Eagle Mobile (Albania).

For more information and contact details, visit [www.effortel.com](http://www.effortel.com)

Recognised as the best MVNE globally three years in a row

**2019 MVNOs World Congress**  
Best MVNE



**2018 MVNOs World Congress**  
Best MVNE



**2017 MVNOs World Congress**  
Best MVNE



**2017 African Mobile Virtual Network Visionary Innovation**  
Best Practice Award



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