Tanla introduces "Wisely Insights" – a new feature that will empower leading enterprises to have E2E visibility of the international message life cycle

HYDERABAD, India — May 09, 2022 — Tanla Platforms Limited, India's largest CPaaS provider, today Unveiled "Wisely Insights" – a first in the industry feature that will enable access to real time insights for leading enterprises, telcos, regulators, and the government. These rich insights are validated from two independent sources – blockchain enabled Wisely platform as well as core telecom systems that will result in a multifold increase in end-to-end transparency.

At Tanla, our purpose is "EC*2" i.e., "shaping the world of trusted digital experiences to empower customers and enable companies". Our Wisely platform, created in collaboration with Microsoft, is a step further in this direction, allowing us to serve our purpose better than ever before. Powered by block chain, it ensures complete transparency and is a single source of truth resulting in immutable audit trails and zero dispute settlements, was launched as the exclusive partner to VIL international network earlier this year.

To start with, we are making this feature available to all enterprises and suppliers on our exclusive partner VIL's international network (on-net and offnet) through a single API. The feature will be accessible to all stakeholders irrespective of their commercial agreements with Tanla or VIL

What problem are we solving?

Today's world of messages has a significant trust deficit between enterprises, message aggregators, telcos, and consumers. The primary reason for the trust deficit is due to 3 things, which affects more than 20-30% [1,2,3] of the international messages:

1. **Counterfeits:** Messages from enterprises are not being delivered as they get dropped by intermediaries. The industry refers to this loss as counterfeits
2. **Grey routes:** Messages that do get delivered but are rendered ineffective, as they are delayed (particularly in time sensitive use cases such as One Time Passwords). These messages get delayed due to being attempted on several cheaper illegitimate routes, getting blocked and then eventually coming through the legitimate routes. These illegitimate routes are also referred to as "grey routes"
3. **Lack of data privacy, encryption and fraud:** Messages that get delivered are not encrypted and are tampered with i.e., modified content, wrong headers, different channel of delivery e.g., OTT channels; resulting in significant data privacy and fraud issues as well as impacting the brand

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[1] Tanla propriety data and internal research, Dec 2021

[2] Report on A2P Messaging by Juniper Research, March 2019

[3] Mapping the Future of Enterprise Messaging: SMS, RCS, and Chat Bots: Research by Ovum TMT intelligence

perception and brand value. This is further compounded generation of fake traffic and fake delivery receipts

How are we solving?

Through Wisely insights and our landmark partnership with VIL, we aim to provide all our stakeholders with a holistic message audit trail for the international messages being sent to the VIL customers, thus having a single source of truth for the entire message trail.

Backed by AI/ML, our reports will help shed light on the entire journey of a message from submission to delivery with compelling insights across legitimate delivery and non-compliant traffic for various messaging use cases. Enterprises will be able to drill down on the following to get partner wise visibility into the non-complaint traffic that sets back the consumer experience:

- **Why is the concern originating?**
  - Counterfeits, illegitimate routing (i.e., P2P Sim Farms, GT's, Domestic A2P's)
- **Who is responsible for this?**
  - Source of counterfeits split by network
  - Sources of grey route split by operators, partners and originating circles
- **How is this happening?**
  - Examples of headers and message content tampering
- **What is the impact?**
  - Delivery efficiency, impact on business, compliance etc., through E2E visibility from message generation to delivery

What is the impact?

Empowered by our insights we are certain that our stakeholders will see multifold impact:
- **Enterprises** can unlock distinctive customer experience by ensuring timely delivery through the right channels and routes, leading to an 8-10% increase in ROI on their communications and conversions. Furthermore, this will significantly reduce customer churn due to non-delivery and late delivery of messages.
- **Telcom operators** will have revenue assurance and avoid 20-25% of revenue loss through a reduction in message drops and usage of legitimate routes. Furthermore, this strengthens the relationships between telcos and enterprises
- **Regulators and government** can be assured of 100% compliance and adherence to applicable legal requirements (such as enablement of legal interception by telcos).
- **End consumers** can enjoy a gold standard experience due to on time prompt delivery of messages and be assured of 100% data privacy

Going forward, Wisely Insights will expand this feature to all digital interactions, suppliers and geographies beyond India.

For any additional information, please contact:

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About Wisely Platform

Wisely is one of the world's largest block-chain enabled CPaaS platforms with secured message flows by end-to-end cryptographic encryption. As an enterprise-facing intelligent platform, it provides a single source of truth through immutable audit trails and is built on a fully scalable cloud-based architecture in partnership with Microsoft. Wisely addresses the entire eco system and is an exclusive partner for Vi international messaging and Truecaller business messaging. Wisely ensures complete transparency, data privacy, security, and compliance.

About Tanla

Tanla Platforms Limited transforms the way the world collaborates and communicates through innovative CPaaS solutions. Founded in 1999, it was the first company to develop and deploy A2P SMSC in India. Today, as one of the world's largest CPaaS players, it processes more than 800 billion interactions annually and about 63% of India's A2P SMS traffic is processed through Trubloq, making it the world's largest Blockchain use case. Wisely, our patented enterprise grade platform offers private, secure, and trusted experiences for enterprises and mobile carriers. Tanla Platforms Limited is headquartered in Hyderabad. Tanla is listed on two national exchanges, the NSE and BSE, (NSE: TANLA; BSE:532790) and included in prestigious indices such as the Nifty 500, BSE 500, Nifty Digital Index, Nifty Alpha, FTSE Russell and MSCI.