YELLOW PUSH - CPaaS

Changing the Game,
Shaping the Future

IDENTIDAD®
TECHNOLOGIES

Mission

Constantly evolve and create technologies that allow us to optimize our efficiency, products and services.

Actively pursue opportunities to grow our portfolio offerings and expand into other markets.

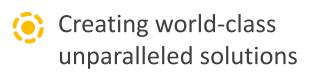Place people at the heart of what we do: the well-being and empowerment of our stakeholders is what drives us.

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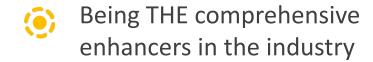
About **Identidad**

Vision

Be the preferred and essential partner in the telecommunications industry because we **dare** to do the **unimaginable**.
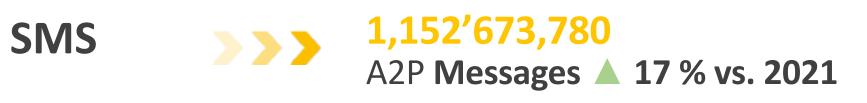
Be Game Changers:

Exploring the unexplored

Creating world-class unparalleled solutions

Being THE comprehensive enhancers in the industry

About **Identidad**

» **2022: In Numbers**

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»»» **Revenue ▲ 14%** from 2021

Voice

»» **1'730,634,665**
Minutes ▲ 19 % vs. 2021

SMS

»» **1,152'673,780**
A2P **Messages ▲ 17 % vs. 2021**

Identidad's Differentiation

Multichannel Availability

Easily integrates with external systems: other communication channels with open API's and customer's systems

Scalability: Send millions of messages in minutes

Ready to use SMS platform that adapts to your business needs

Global Coverage

Direct connections with operators on a global scale

Fraud Management

Easy access to reports and statistics

Support Resources:
- 24/7 Technical Support / Quality Assurance
- Available engineers to support client sales team

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Products

Yellow Push CPaaS

Through our Yellow Push Products, Identidad Technologies provides customers the platforms and tools (as a service) to offer their own clients **Customer Engagement Solutions at scale.**

Portal de Campañas

Easy integration Self Service Portal that enables your customers to create and program Bulk Messaging campaigns and generate automated messages.

Designer Studio

On-demand customer engagement solutions, using multiple communication channels (SMS, Voice, WhatsApp, FB Messenger, Email, and others).

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▶ Value **Proposition**

Through Yellow Push Products, Identidad Technologies provides the B2B team platform and tools (as a service) to offer their own clients Customer Engagement Solutions at scale.

What do we offer?

- In-house built communication as a service platform, with administration and billing systems to easily manage end-customers.
- **Self-Service Messaging Platf**orm, for bulk, 2-way, and automated messaging
- **Platform to build** On-Demand Multichannel **Customer Engagement** Communication Solutions
- Local Number (DID) and TFN management

Benefits?

- Scalable
- Experience with direct sales and channels
- In-house development team
- 24/7 Quality Assurance team
- Sales Engineer assigned to client's B2B sales team
- Experience managing enterprise traffic
- Fraud detection systems

Investment?

- No Infrastructure Investments
- Investment transferable to end-customer
- Pricing per interaction (message, Voice, email, WhatsApp notification, others with open API)
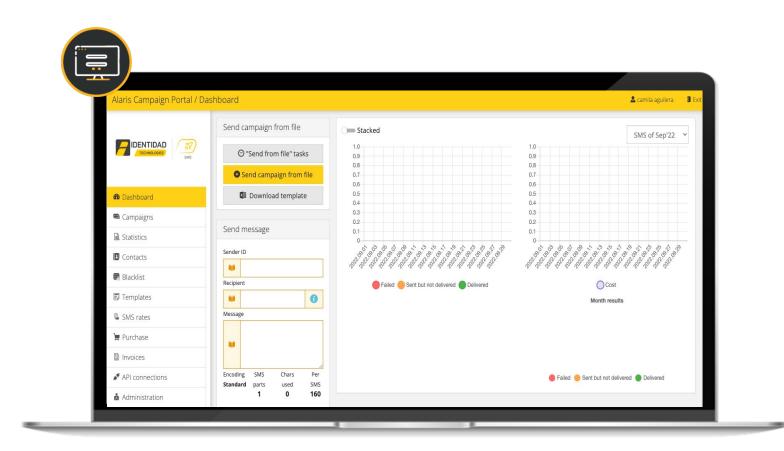- Set-Up fee transferable to end customer for on-demand solutions

Online Campaign Portal

SMS – Bulk & Automated

Features:

- Manual campaign creation
- Campaign program
- API integration (automated SMS)
- Contact segmentation
- Self-service
- Online payments
- Global reach
- White Label Availability
- Blacklist
- MO
- Real time reports

Profiles YellowPush – Campaign Portal

Yellow Push is able to provide experiences for 3 user profiles, with different features according to the user level needs

Perfil 1: Carrier

This profile has the visibility of thew whole country's instance. It is designed for carriers to have the aggreggated data of all their company clientes.

FEATURES

1. Country-level performance dashboard
2. Company account creation
3. Rate definition per company
4. Balance assignation

Perfil 2: Company

This Company controls the company accout. It has aggreggated data of all the agents on the company.

FEATURES

1. Company-level performance dashboard
2. Agent account creation
3. Balance assignation

Perfil 3: Agent

This is the operational profile. The agent is who creates and schedules the campaigns. It has visibility of the data of campigns created only on the agent level.

FEATURES

1. Agent-level performance dashboard
2. SMS campaign creation and scheduling
3. Shortlink generation and lecture
4. Histórico de Campañas

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‣ **Yellow** Push → **Roadmap 2023**

Feature	Q1	Q2	Q3	Q4
New Features	• Shortlinks • SMS open rate • Carrier Profile		• Advanced message preview • Copywriting assistant	• Industry templates • Designer Studio
New Comm Channels	• Transactional SMS API	• 2FA - voice • Text2Speech campaigns	• Whatsapp* • Facebook/IG*	• Transacxtional email
Infrastructure	• Multitenancy • Personalización White Label		• Maximum SMS amount improvement	
Customer Support		• Customer Service 1.0		• Customer Service Portal

*one way

UX improvements

Campaign Portal- Pricing (A) Fixed rate + Variable rate

YP's pricing has a fixed + variable cost structure. Fixed costs cover the Carrier and its account maintenance and customer support. The variable cost will depend on the monthly amount of company users as well as the SMS message use, and other channels.

FIXED COSTS

ITEM	DESCRIPTION	MRC
Fixed cost (Basic package)	• 15'000.000 messages transport (delivered on own network) • 4,000 transactions per minute • Sales / Support Engineer(Virtual) • 5 Company accounts	$15,000.00

VARIABLE COSTS

ITEM	DESCRIPTION	NRC
Active user (company)	Company account maintenance+ Customer Service+ Support. (After 5 accounts on basic plan)	$50.00 per Company
Transport fee (after 15'000.000)	**After 15'000.000 messages**: For messages delivered on own network	$ 0.0014 per message
SMS cost (Other newtworks)	A-Z Price list: Cost per SMS. Costs vary per country.	A-Z Termination List
New user setup	Applicable for users that request a product customization	$ 50/h

NRC: Non-Recurring Fee
RC: Recurring Fee

Campaign Portal - Pricing (B) Pay As You Go

YP's pricing (B) has variable cost structure.. The variable cost will depend on the monthly amount of company users as well as the SMS message use, and other channels.

COST ITEMS

ITEM	DESCRIPTION	NRC	RC
New user setup	Applicable for users that request a product customization	$ 50 per Hr	
Active user (company)	Company account maintenance+ Customer Service+ Support.		$150
Transport fee (own network)	For messages transport (delivered on own network)		See table
SMS cost (Other networks)	A-Z Price list: Cost per SMS. Costs vary per country.		A-Z Termination List

MESSAGE COST PER CONSUMPTION TIER

Transport fee (per message)	Tier	SMS cost (USD)
	0 -50,000	0.0150
	50,001 - 100,000	0.0080
	100,001 - 500,000	0.0060
	500,001 - 1,000,000	0.0044
	1,000,001 - 5,000,000	0.0031
	5,000,001 - 10,000,000	0.0021
	10,000,001 +	0.0014

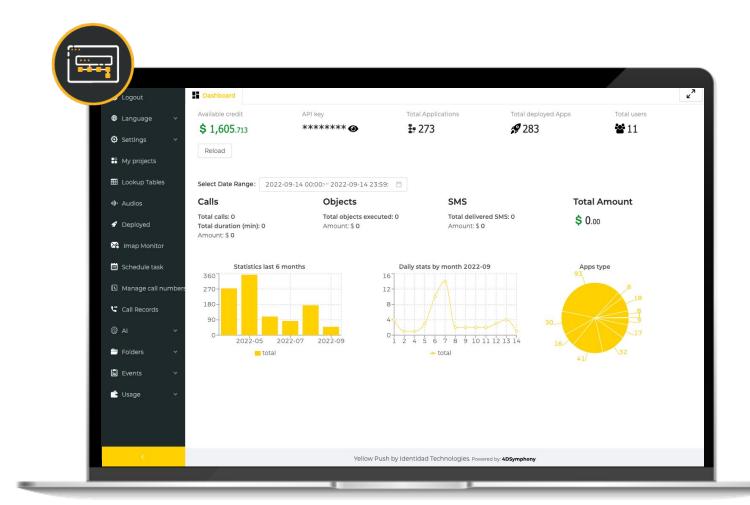**NRC:** Non-Recurring Fee
RC: Recurring Fee

▸ Designer **Studio**

Designer Studio offers multiple implementation options that range from a 100% managed end-to-end Customer Engagement solutions to a low-touch model.

Our integration is done through a one-point solution that offers the best experience for our clients.
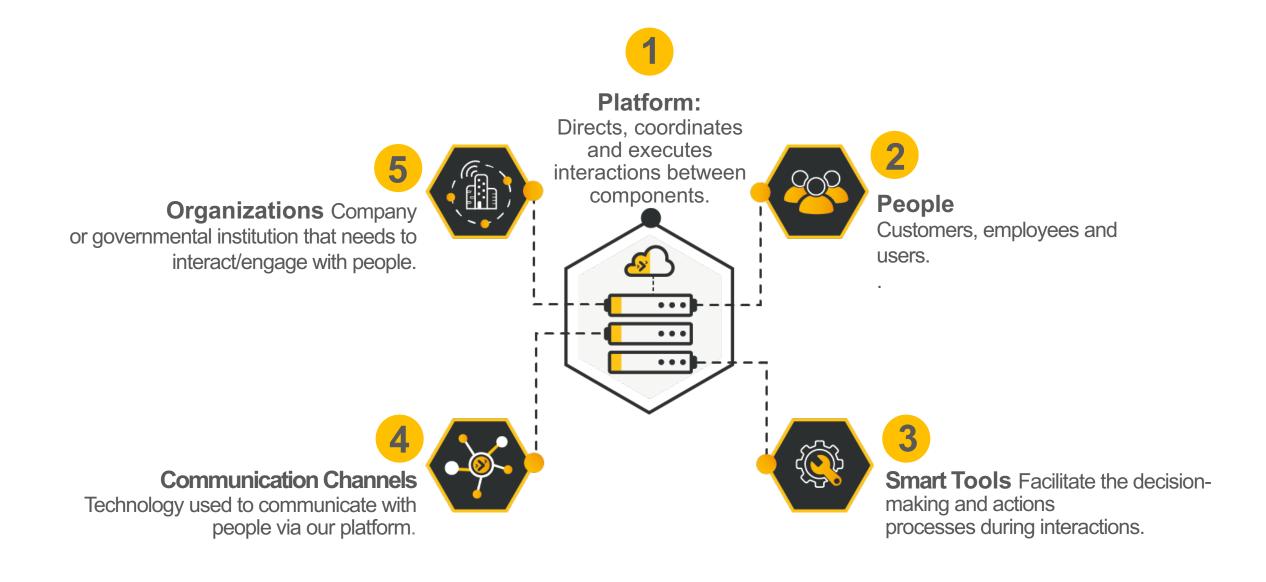
Available Channels:

- SMS
- Voice
- WhatsApp
- Web Chatbots
- Facebook Messenger

Designer Studio: Pillars of Customer Engagement Solutions

1

Platform:
Directs, coordinates and executes interactions between components.

2

People
Customers, employees and users.
.

3

Smart Tools Facilitate the decision-making and actions processes during interactions.

4

Communication Channels
Technology used to communicate with people via our platform.

5

Organizations Company or governmental institution that needs to interact/engage with people.

Designer Studio: Features
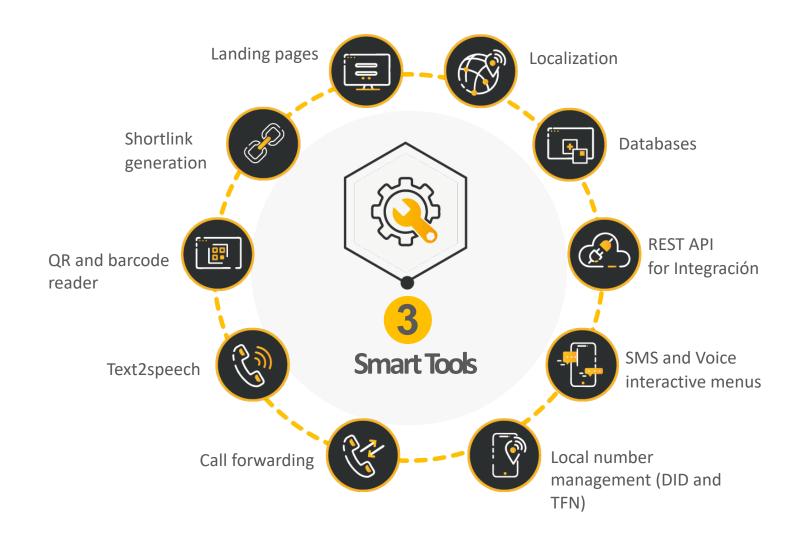
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① Propietary Platform

- Cloud based, does not require infrastructure investment.
- Visual and versatile – drag and drop.
- Does not require coding expertise.
- Easy and fast to use.

② Communication Channels

- Voice
- SMS
- Email
- Web Chatbots
- WhatsApp for Business
- Facebook Messenger

③ Smart Tools

- Landing pages
- Localization
- Shortlink generation
- Databases
- QR and barcode reader
- REST API for Integración
- Text2speech
- SMS and Voice interactive menus
- Call forwarding
- Local number management (DID and TFN)

Use cases — Designer Studio

Retail	Banking	Education	Healthcare	Airlines

Retail
- Surveys
- Promotional Information
- Event Invitations
- Automatic surveys
- Coupons
- Raffles
- Tracking Information
- Confirmation of reservations and orders

Banking
- Security and 2-Factor Authentication
- Unique password delivery
- Virtual Codes
- Document delivery for credit review
- Database updates
- Update data in real-time
- Credit Usage
- Transaction Information
- Multichannel Customer
- Service

Education
- Interaction between students and teachers using DID's
- Schedule changes
- Emergency notifications
- Special events and class notifications
- Attendance
- Student contact information
- Pre-class registration

Healthcare
- Appointment scheduling and confirmation
- Patient Reminders
- Live Hospital
- Communication
- Patient pre-registration

Airlines
- Virtual agents and Customer Service tools
- Flight Information
- Flight Changes
- Customer Loyalty Clubs
- Surveys
- Flight Promotions

Unnified Communications

Success Stories with **Customer Engagement Tools**

Marketing campaign optimization through **SMS, and voice** with the capacity to **measure conversion rate.**

Remote **consulting and surveys** for farmers through **SMS 2Way and voice (IVR)**

Automated notifications during process analysis of soil and seeds through **SMS** integration in their LIMS system

Web Chatbot + SMS: Taking care of the general well-being of our employees and staff daily through **automated daily surveys**

Optimize mediation between producers and marketers through **SMS and voice (IVR)**

Two-Factor authentication through **SMS** and 24/7 commercial support by means of a **chatbot**

Solution that **integrates** medical and health knowledge with communication technologies, for the **management and mitigation of epidemic spread** through **automated voice calls.**

Automated follow-up of consumer complains via **Voice Service (IVR)**, implementing **bulk calls** to make the process faster and cost-efficient

White Label SMS self-service Multi Account platform for Cootel's **B2B clients**

Designer Studio → Comm Channel & Flow Orchrestation

El Designer Studio will be integrated to YP's platform on Q4 2023. Until then, Solutions will be project-based and IdentidadTech will do the implementation under the following structure:

Initial Workshop	Scope Definition & Technical Design	Solution Development	Implementation & Formation	Maintenance
Need definition workshop. Stakeholder and expectation alignment,	In this phase the solution will be designed and validated by the client. Technical design will also be conducted.	Solution development phase. The scope of this development will be defined on the previous phase.	Solution testing launch & formation of the client's workforce that will be part of the solution operation.	Solution Operation, maintenace and evolution.
2 days	**2 weeks**	**Per Project**	**1 week**	**Indefinite**

Pricing Model- DesignerStudio

ITEM	DESCRIPTION	NRC	RC
New client setup cost	Applicable when users need customization or White Label, special configs, Solution development, Whatsapp chatbots, IVR solutions	$ 50 per Hr	
Monthly cost per user – Designer Studio	Includes Sales Engineer, customer Support and Platform Maintenance		According to the Project
Transport Fee	Para mensajes transportados en la red propia donde no hay costos adicionales		See Table
SMS Cost (Other networks)	A-Z Price list: SMS cost for termination on other networks. May vary per country		A-Z Termination List
Interactions	For solutions with innteractions different to SMS : WhatsApp, Web Chatbot, Facebook Chatbot, Email, DID Usage	Varies according to channel	Varies according to channel

	Tier	Cost per message (USD)
Transport Fee/Message	0 -50,000	0.0150
	50,001 - 100,000	0.0080
	100,001 - 500,000	0.0060
	500,001 - 1,000,000	0.0044
	1,000,001 - 5,000,000	0.0031
	5,000,001 - 10,000,000	0.0021
	10,000,001 +	0.0014

- **NRC:** Non-Recurring Fee
- **RC:** Recurring Fee

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