

From Capex Discipline to Intelligent Growth

How smarter platforms unlock efficient operations, stronger engagement, and tighter lifecycle control.

Executive Snapshot

- ✓ Operators are shifting from large infrastructure rollouts to disciplined investment, intelligent automation, and end-to-end lifecycle visibility.
- ✓ Independent analysis (e.g., MTN Consulting, 2Q25; GSMA Intelligence) highlights a focus on software-driven efficiency, operational simplification, and data-informed decision-making for long-term competitiveness.
- ✓ Three priorities lead:
 - 1 Network & service automation to cut complexity and time-to-market.
 - 2 Customer engagement intelligence tied to measurable commercial outcomes.
 - 3 Smarter resource & lifecycle management across SIMs, numbers, channels, and services.

“Growth now favors operators that pair capex discipline with intelligent automation and lifecycle control.”

From Spend to Smart: Network & Service Automation

Challenge: Extract more value from existing infrastructure without risking reliability or compliance.

Solution: Tertio Service Activation (TSA)

as the orchestration & activation layer across multi-vendor, multi-tech environments.

What it does:

- ✓ Automates complex activations for mobile, fixed, and converged services
- ✓ Standardizes provisioning across legacy and next-gen networks
- ✓ Reduces integration overhead with modular architecture and open APIs
- ✓ Accelerates time-to-market with full traceability and governance

“ *TSA turns service activation from a bottleneck into a repeatable, scalable capability.* ”



Customer Engagement Intelligence: From Campaigns to Outcomes

Mature markets and higher acquisition costs necessitate that each interaction deliver measurable value (ARPU, retention, adoption).

Solution: Evolution (real-time CVM, loyalty, gamification, geotargeting) + Evolution Marketplace (B2B2C campaigns & vouchers).



What it does:

- ✓ Real-time segmentation and contextual targeting at scale
- ✓ Personalized offers by behavior, lifecycle stage, location, preferences
- ✓ Loyalty models (tiers, points, missions, coalitions) that reward profitable actions
- ✓ Gamification mechanics to lift participation without defaulting to discounts
- ✓ Built-in analytics to track ARPU uplift, retention, and performance
- ✓ Marketplace adds curated ecosystems, partner-funded offers, and new revenue streams

“ *Move from isolated campaigns to a measurable, commercially aligned engagement strategy.* ”

Smarter Resource & Lifecycle Management:

Do More with Less Pressure: Capex discipline and ESG expectations make inefficiency untenable across numbers, SIMs/eSIMs, dealers, and vouchers.



Total Number Management (TNM)

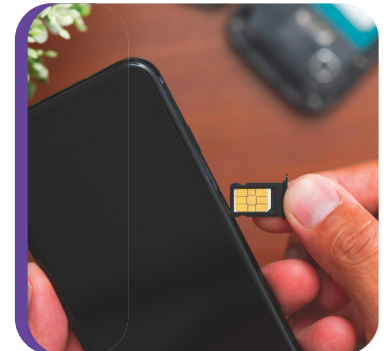
- ✓ Centralized control of MSISDNs, IMSIs, ICCIDs, and related assets
- ✓ Automated allocation, quarantine, recycling, and audit-ready reporting
- ✓ Policy-based compliance and optimal utilization
- ✓ Supports mobile, fixed, IoT, MVNOs, multi-tenant environments

Impact: Cuts leakage, idle inventory, and manual overhead; strengthens governance.

Dynamic SIM Allocation (DSA)

- ✓ First-use activation for 3G/4G/5G and eSIMs; minimizes pre-provisioned waste
- ✓ Universal SKU simplifies logistics and channels
- ✓ On-device selection of number, language, tariff, and services
- ✓ Activation analytics to refine distribution and onboarding

Impact: Shifts SIM management from a cost center to a data-rich growth lever.



Smart Dealer

- ✓ Digital KYC & biometrics for compliant, secure activations
- ✓ Automated commissions for transparency and trust
- ✓ Real-time performance to help partners self-optimize
- ✓ Mobile-ready tools for activations, recharges, and campaigns

Impact: Empowers dealers as growth partners, not just endpoints.

Intelligent Automation, Practically Applied

Near-term value stems from intelligent automation, which encompasses codified rules, clean data, and end-to-end workflow streamlining.

Evolving Systems platforms provide:

- ✔ Structured data models & event-driven workflows for accurate decisioning
- ✔ Configurable rules engines for lifecycle, activation, and engagement
- ✔ Open integrations to introduce advanced analytics as strategies mature

“Progress from manual operations to governed automation—then scale what’s proven.”



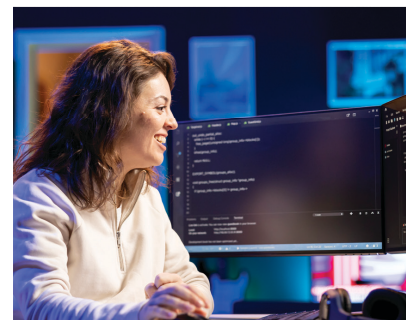
Strategic Bottom Line

With **capex discipline**, **intelligent automation**, and **lifecycle control**, operators are better positioned for sustainable and profitable growth.

Evolving Systems portfolio: Evolution, Evolution Marketplace, TNM, DSA, TSA, Smart Dealer helps operators:

- ✔ **Simplify** complex operations
- ✔ **Monetize** engagement via targeted, measurable programs
- ✔ **Optimize** resources across SIMs, numbers, channels, and services
- ✔ **Build** resilient, future-ready operating models rooted in intelligent automation

“Do more with less—without compromising governance, compliance, or experience.”



References:

- ✔ **MTN Consulting** – Global Telco Market Tracker 2Q25 (revenue growth, capex discipline, strategic focus)
- ✔ **GSMA Intelligence** – Global mobile trends & investment insights

About Evolving Systems

With over 30 years of expertise, Evolving Systems is a trusted partner in the telecommunications sector. We help CSPs adapt and excel, backed by our 35-year legacy of reliability and innovation. Trusted by 80% of the world's largest Mobile Network Operator Groups, we streamline (e)SIM processes and enhance customer data integration with our Complete (e)SIM Lifecycle Management Suite and Evolution platform.

For more information please visit: evolving.com or follow us on LinkedIn: [linkedin.com/company/evolving-systems/](https://www.linkedin.com/company/evolving-systems/)
info@evolving.com | evolving.com

Our Locations

United Kingdom
 2 City Approach, Albert Street,
 Manchester,
 UK M30 0BL

India (Bangalore)
 Gurudas Heritage, 3rd Floor, 59/2
 100 Ft Ring Road, Banashankari
 Stage II, Bangalore 560070, India

Spain
 Plaza de Carlos Trias Bertrán, 4,
 28020 Madrid (Ibercenter), Spain

United States
 871 Marlborough Ave, Ste 100
 Riverside, CA 92507 USA

India (Kolkata)
 Victoria Park, Level 5, Block GN,
 Plot 37/2 Sector V, Salt lake,
 Kolkata 700091, India

Canada
 Montreal
 505 Maisonneuve West, Suite
 400 Montreal, Quebec H3A 3C2
 Laval
 6900 Boulevard Arthur – Sauve Suite
 203 Laval, QCH7R 1K7