

Magenta Business API

B2B Portfolio

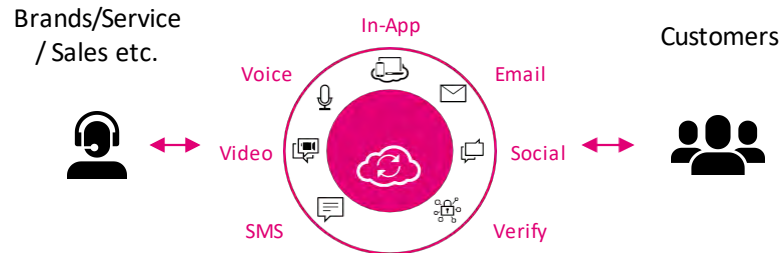
Sourcing Advisors & Analysts Days 2023 //
Breakout Session, June 28

Michael Priebes, Christian Krebs

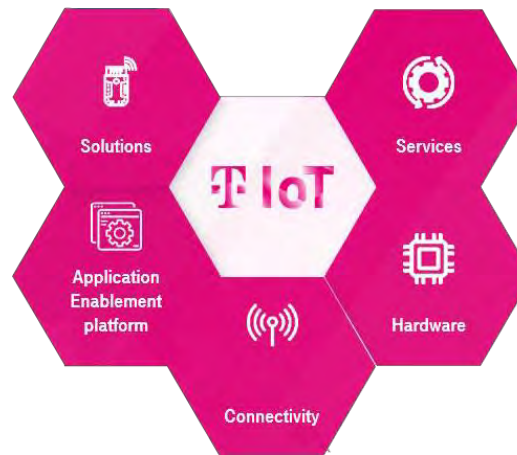


What are we talking about?

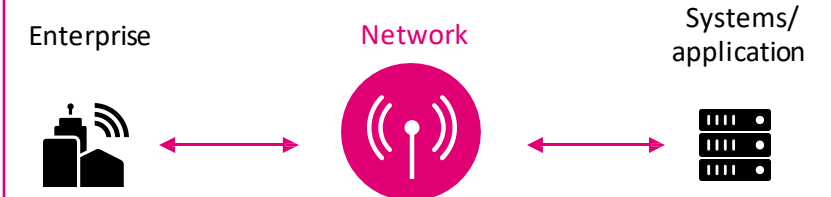
CPaaS ecosystem emerged
over the last 10 years



IoT business leverages APIs
(horizontal + vertical)



5G network APIs start
with 5G monetization



Deutsche Telekom has a stake in all 3 domains with
existing connectivity + comms and 5G API developments

Deutsche Telekom has a right to play

Similar G2M requirements for all
domains

ONE approach needed

Communications APIs to be offered

SMS API



Programmatically send and receive SMS in practically every country.

Voice API



Build high-quality voice applications in the cloud.

Email API



Send transactional messages, notifications, and marketing campaigns throughout the customer journey via email.

Meetings API



Build more custom applications and integrated communications experiences. And get more out of your resources without building from scratch.

Messages API



Engage customers via MMS, SMS, and social chat apps such as Facebook Messenger, WhatsApp, and Viber feature.

Verify API



Seamlessly verify user accounts and prevent fraud with mobile two-factor authentication using SMS or voice.

Omnichannel



Manage intelligent omnichannel communications and large-scale AI-driven campaigns from a single destination.

Phone numbers



Instantly provision virtual phone numbers to send or receive text messages and phone calls.

Use cases for communication APIs

01

Automated reminders

Businesses specialized in personal services: reduce the no-show rate by sending out automated appointment reminders, per SMS or voice message



02

Two-factor authentication

For companies that value security very highly, secure access is ensured by using login credentials in combination with a one-time password delivered via SMS



03

Integrated marketing communication

With an omnichannel solution, companies can drastically improve the overall CX by using various communication channels and tracking all interactions



04

Number masking

Enable multiple parties to engage in a voice or SMS conversation while replacing the participant phone numbers with temporary virtual numbers



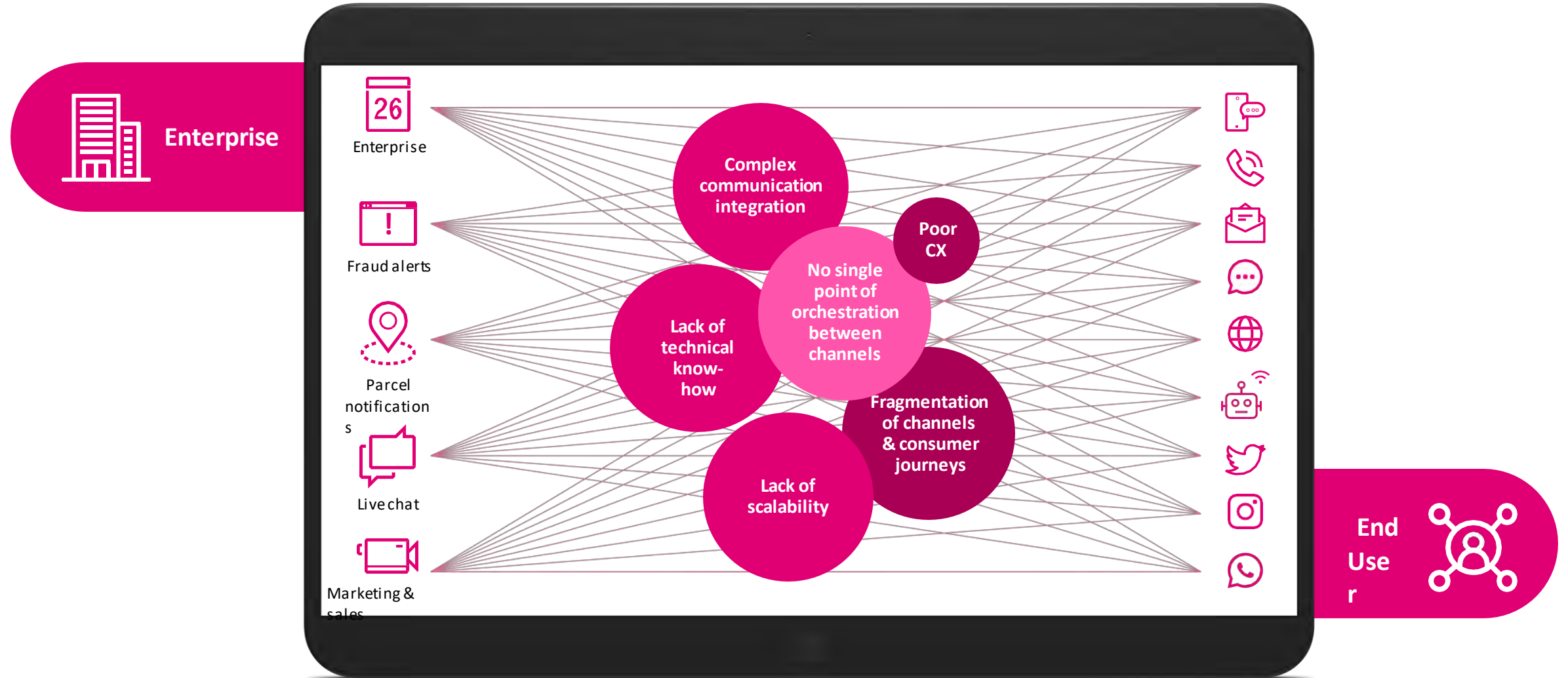
05

Chatbots

Provide instant help to customers with automated responses and free up human workers to perform more complex tasks



The challenges they bring for enterprises



How does implementing communication APIs help?



Higher customer satisfaction by **automating customer interactions** and **accelerating response times**



Improved customer service through a **personalized, multi-channel, and real-time** communication approach



Acquisition of potential new customers by **expanding your reach**



Higher productivity by **eliminating time-consuming manual tasks and processes** and freeing up capacity



Sales growth and **cost reductions**



Flexible development of business processes

Benefits of communication API solutions

Network APIs to be offered

QoS



This API allows an application to request a certain quality of service (QoS). The network offers the best it can, at or below the requested level. For example: with this API, a defined IP flow (<500kb) can receive a higher prioritization for a specified time frame. The prioritization is higher than the best effort.

Use cases

Autonomous driving, transactions, control messages, remote, audio, ...

Location verification



This API gives developers the opportunity to verify a location of a connection or sim card. The developer sends out longitude and latitude and receives confirmation with abstracted details.

Use cases

Fraud, gaming, logistic, autonomous driving, ...

Device status



This API lets a developer get specific information about a device from the network. Developers can decide if they want the information only one time or as a subscription. Initially, this API will focus on the loss/acquisition of connectivity and roaming.

Use cases

IoT, gaming, fraud, CDN, logistics...

Use cases for network APIs

01

Remote maintenance

Quality-on-demand in a remote assistant case improves the connectivity (with minimum delay) between the person/technician on site and the remote expert.



02

Automated valet parking

Quality-on-demand API ensures network quality for autonomous vehicles and reduces 5G latency.



03

Magenta PoS

Quality-on-demand API enables a reliable and secure network interface for the Magenta PoS cash register system, ensuring smooth operation even with high traffic.



04

Device location

The solution provides real-time location tracking of equipment and devices by utilizing device location through network APIs.



05

Device status

The solution provides real-time status information, allowing the customer to quickly identify issues.



Advantage of implementing NW APIs

Direct information from the network

- Real-time access to current data
- Reduced latency through direct communication
- Proactive information on network performance/status



Control from the network

- Centralized management and control
- Flexibility in adjusting features
- Rapid response to changes or issues



Accessing information that's otherwise inaccessible

- Access to exclusive and protected data
- Automated information updates
- Predictive analysis and reporting capabilities



Why should we enter the communication & network APIs market?

Customer needs



Developers and businesses are used to working with APIs to enhance their applications, products and services

Companies want to improve their agility and flexibility by quickly respond to changing business requirements

Companies are using new communication channels and asking for high-quality connections

DT right to play



Large customer base and close relationship to customers

Large sales & customer service structures

Network and communication are DT's core assets and delivered in outstanding quality

Business potential



DT can bring value to its customers by partnering with CPaaS players

Network APIs are an emerging business with high potential

The combination of core business with ICT offerings and SI capabilities is a differentiator in the market

Our differentiation in the market

Consultant & trusted advisor with nationwide sales/service organization

One-stop-shop – flexible pricing models

EU GDPR and TKG compliant offering

Complete range of APIs in combination with existing ICT solutions



Commercial
strength



Technical
strength



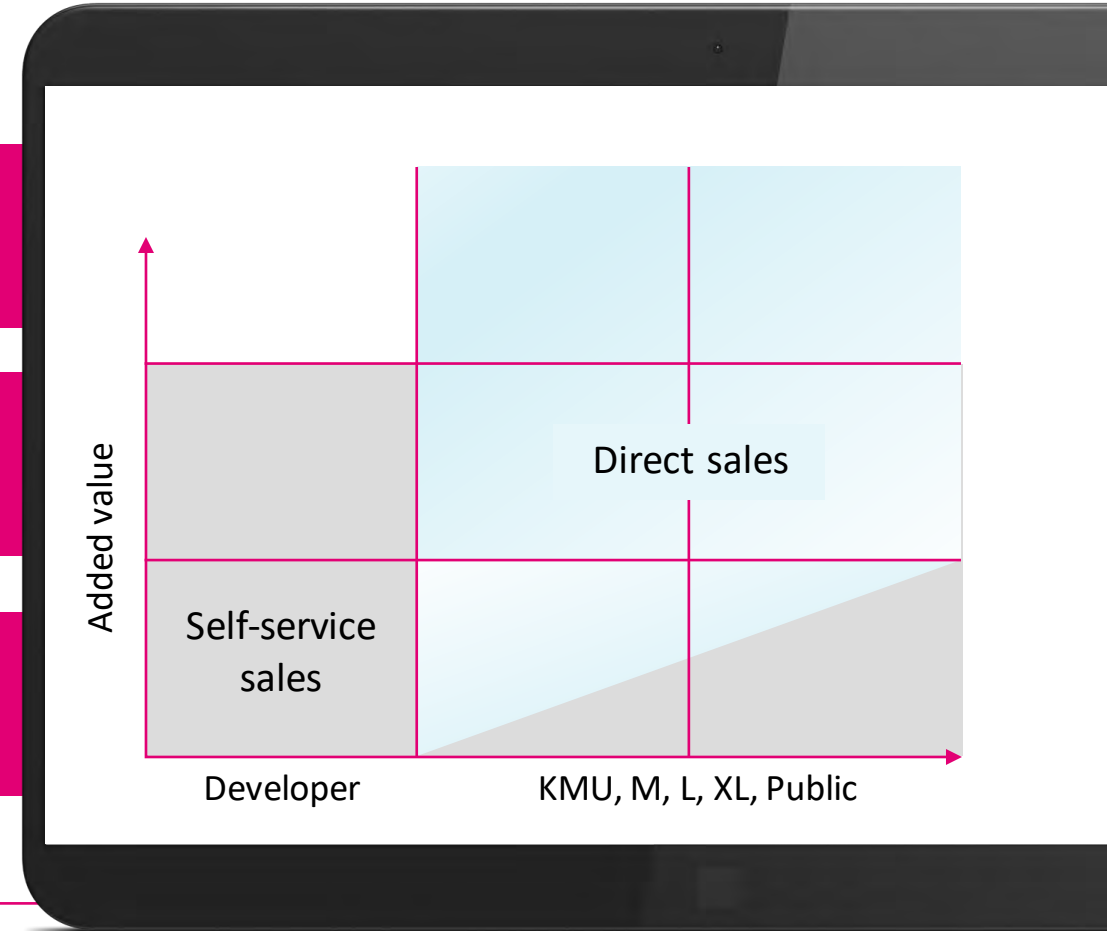
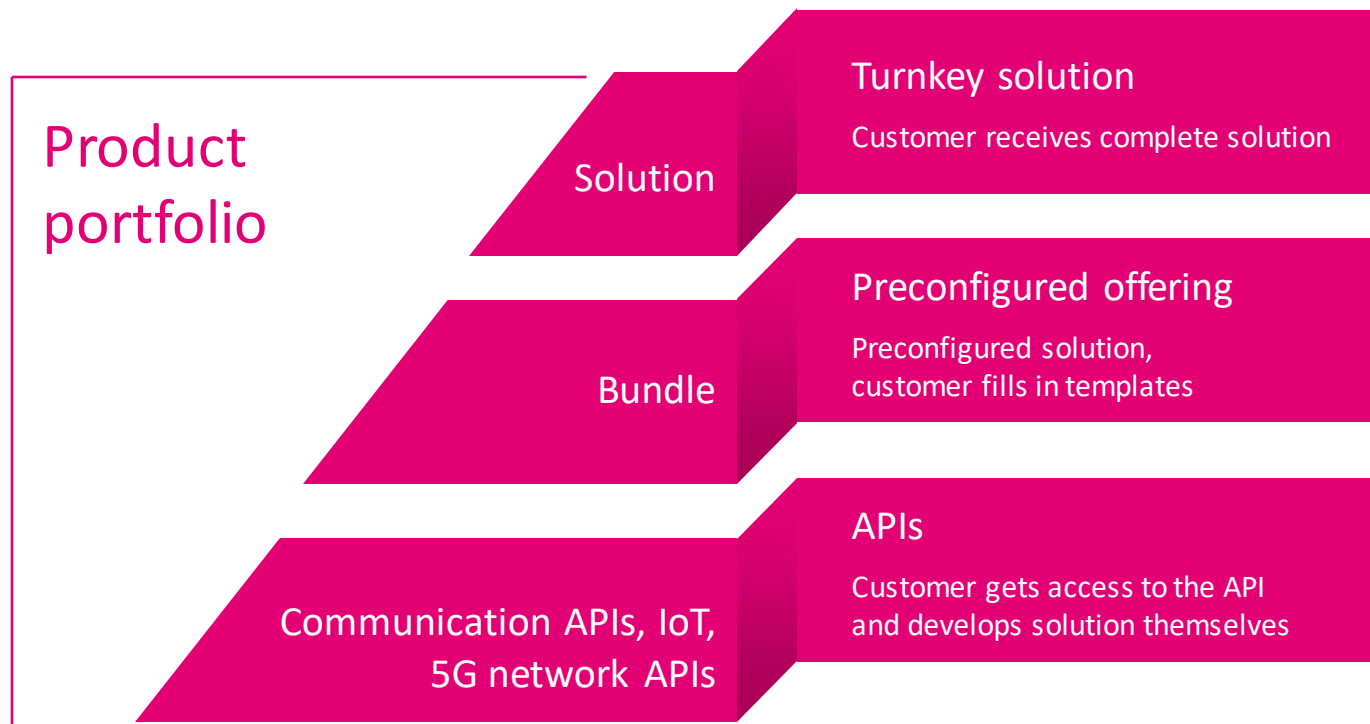
The best 5G network — the best connectivity

Incumbent with direct termination contracts with major telcos worldwide

Additional security offerings

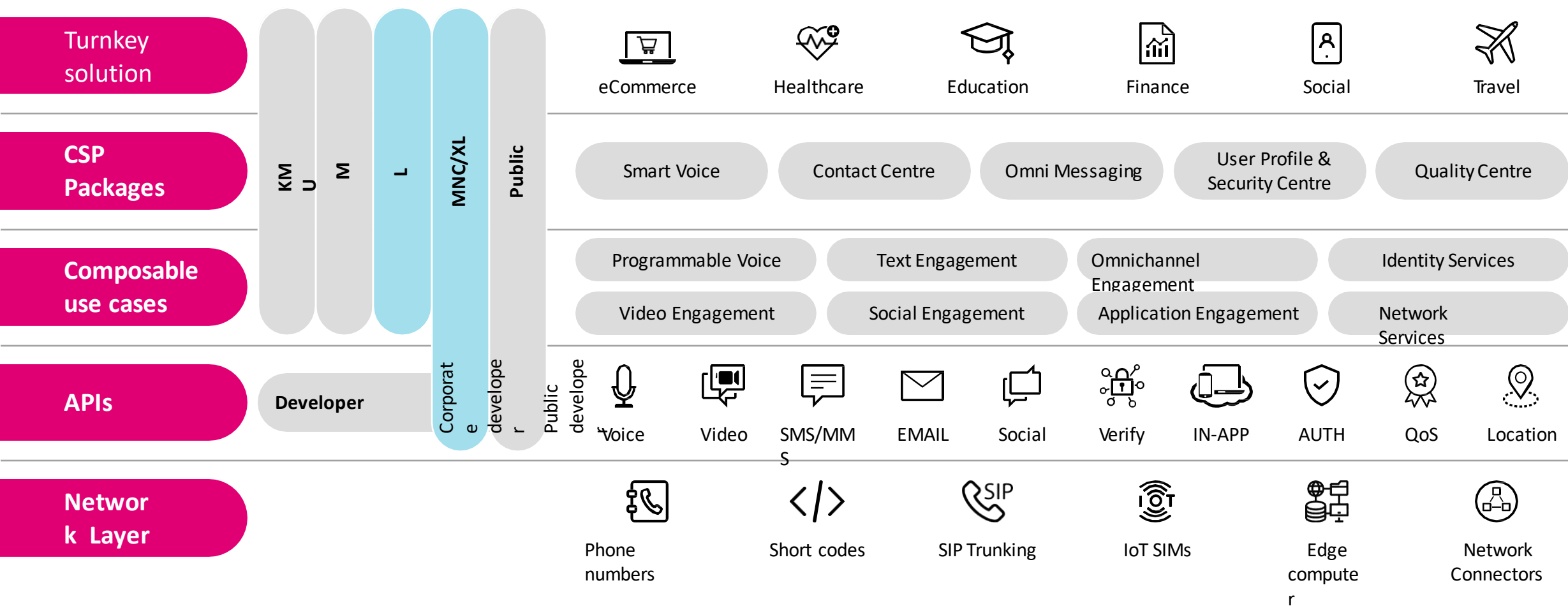
Software integration competence

Portfolio and sales approach



The product portfolio covers the full range:
from only using APIs to the fully configured solution.




MagentaBusiness API – CPaaS Layer Model



■ First customers to address

Magenta Business API – initial portfolio at launch

Communication APIs

Category	API/Features
Communication	<ul style="list-style-type: none"> • Messages (Multi-channel messaging, including SMS)    • In-App Messaging • Proactive Connect (Campaign API) • Voice • In-App Voice <hr/> <ul style="list-style-type: none"> • SMS (as part of Messages API) • RBM/RCS (in a later release) <hr/> <ul style="list-style-type: none"> • Meetings (Video)
Programmable Numbers	<ul style="list-style-type: none"> • Phone numbers • Dedicated short codes
Authentication & Identity	<ul style="list-style-type: none"> • Verify API (2-factor-authentication) • Number Insight
Low/No Code Solutions	<ul style="list-style-type: none"> • AI Studio (build conversational flows via a drag-and-drop interface)
Jumper.ai	<ul style="list-style-type: none"> • Conversational Commerce offer (SaaS product for messaging and video)
Management & Support	<ul style="list-style-type: none"> • Reports, Audit • Service & Support Packs

Network APIs

Category	API/Features
Mobile Connect	<ul style="list-style-type: none"> • Silent token authentication (number verify) • SIM Swap • KYC Match (know your customer) • Location verification • Line busy
Quality on Demand (QoD)	<ul style="list-style-type: none"> • Profile E, S, M, L
Location	<ul style="list-style-type: none"> • Verify
Check Device	<ul style="list-style-type: none"> • Connectivity status
Motion Data	<ul style="list-style-type: none"> • Statistical week
5G Video Production	<ul style="list-style-type: none"> • 5G slicing for video production

Sales approach

Customer

Public

XL

L

M

KM
U

Channel

Direct Sales
(consultative selling concept)

Channel Sales
(System integrators &
other sales partners)

Team

Account Management
+ Solution Business/Expert Sales (+ partner expert team)
+ Customer Service Management

**T-Digital for
solution design**

- The sales approach varies depending on the degree of digitalization and the IT competence of the customer.
- Companies with their own IT units will be addressed by Direct Sales.
- Companies without their own IT units are addressed together by T-Digital (MMS) or system integrators.

Any questions?

Contact



Michael Prieb

Senior Offering Manager

michael.prieb@telekom.de

+49 228 181 42437



Christian Krebs

Portfoliomanagement

christian.krebs@telekom.de

+49 160 97 22 9999

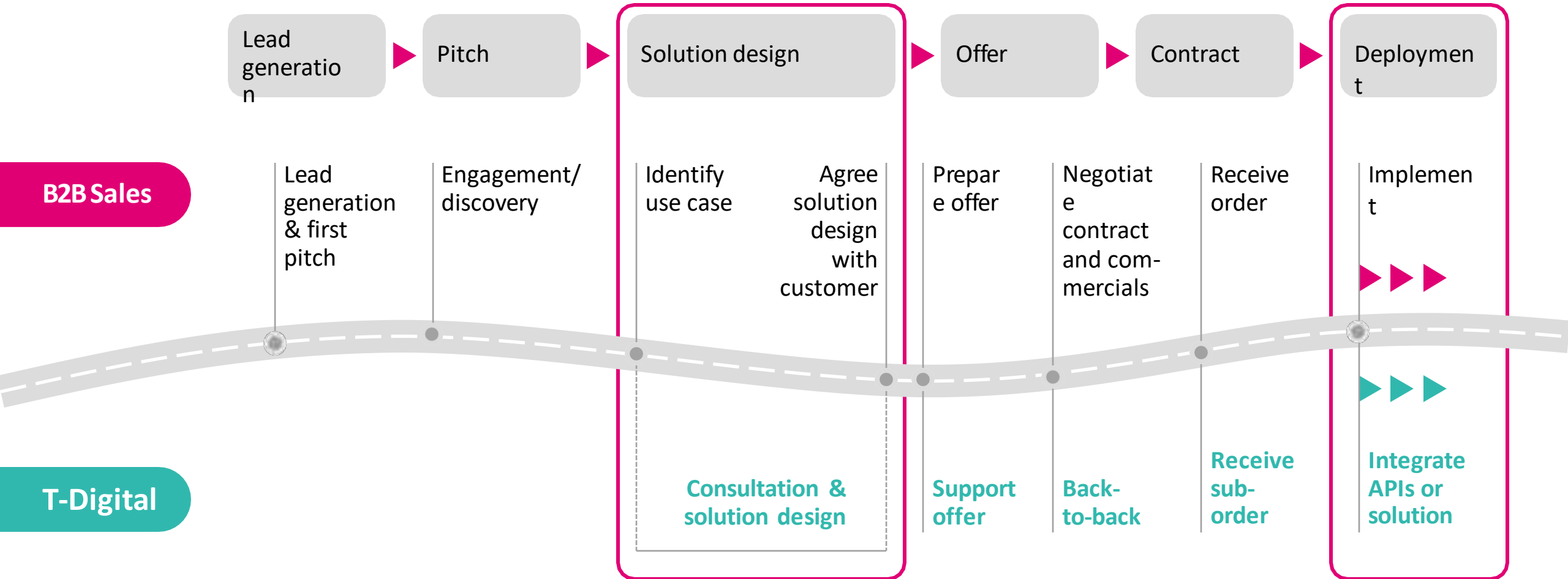
A man in a dark blue suit and white shirt is holding a tablet. The background is a blurred office setting. Overlaid on the image are various financial data visualizations: a bar chart with blue bars, a line graph with a green line and an upward arrow, and a table of numbers. The text 'Thank You!' is written in large white letters on a pink background on the left side of the image.

Thank You!

A stylized white 'T' logo is positioned on a pink background at the bottom left of the image.

T

Strong collaboration with Expert Sales and T-Digital



Automated reminders use

Reduce your no-show rates to zero

case



Problem statement

Missed appointments are **costly to both** end-customer and the enterprise. Customers **failing to show up at their scheduled appointments** can result in lost productivity, lower revenues and overall customer dissatisfaction. **Manual reminders worsen the problem** due to their own downsides e.g., time- consuming, prone to human error.

SMS API

Messages API

Email API

Solution

- Send a personalized SMS to your customer as a reminder for an upcoming appointment
- Customers confirm or reschedule the upcoming appointment

Benefits

- Fewer no-shows
- Reduce staff's workload
- Better communication
- Improve customer satisfaction
- Increase revenues

Relevant industries

- Healthcare
- Automotive
- Banking and Finance
- Transport and Logistics
- Education

Two-factor authentication use

Double protection for your customer accounts



Problem statement

Enterprises are increasingly dealing with **data breaches**, with stolen credentials being a major cause. Weak or compromised passwords are a **significant threat** to their customer accounts, **sensitive information**, and confidential records, leading to significant **financial losses**.

Solution

- Adding an additional layer of protection for online activities
- A one-time password (OTP) sent via SMS to a user's cell phone or a code delivered via voice call

Benefits

- Protection against fraud and cyberattacks
- Better Customer Experience
- Remain compliant and maintain Customer trust

Relevant industries

- Banking and Finance
- Healthcare
- E-commerce

SMS API

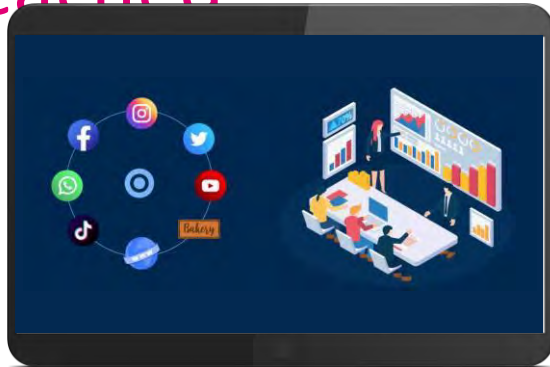
Verify API

Messages API

Voice API

Integrated marketing communication use

Reach customers when and how they want to be reached



Customers **expect** to be able to **interact with businesses** through a **variety of channels** (email, SMS, social media, messaging apps, voice calls, etc). Managing all these channels separately can be **complex, time-consuming, and costly** for every enterprise.

Solution

- A single platform for integrating and managing all communication channels
- Delivering a consistent and personalized experience across all communication channels

Benefits

- Better return on advertising
- Higher productivity
- Improved customer engagement and higher customer satisfaction

Relevant industries

- Healthcare
- Retail
- E-commerce
- Banking and Finance

SMS API

Email API

MessagesAPI

Campaign
API

In-app
messaging

Virtual appointment use

Improve efficiency by granting remote access to healthcare case services



Problem statement

Offering only traditional in-person meetings seem to be **damaging** for many enterprises. They are **losing customers** as their preferences are shifting towards **more convenient, widely accessible, safer, and more cost-effective options**.

Meetings
API

Solution

- Schedule and conduct virtual appointments and consultations in real-time using audio and video capabilities

Benefits

- Increased efficiency by assisting more clients in less time
- Expanded reach of customers
- Higher Customer Satisfaction

Relevant industries

- Healthcare
- Banking and Finance
- Education
- Automotive

Click to call use case

Provide prompt customer service & increase your conversion rates



Customers often require **additional information** about a product or service that is not readily available on a website, or they may encounter **support issues** that require prompt resolution. Attempting to **communicate these needs** through **email** can be a tedious and **time-consuming process** for customers, leading to frustration and **dissatisfaction**.

Solution

- Click-to-call option added on the website which initiate a VoIP call to an agent or sales representative

Benefits

- Increase accessibility
- Build customer trust
- Improve conversion rates
- Maximize sales
- Improve customer satisfaction

Relevant industries

- E-commerce
- Healthcare
- Banking and Finance
- Transport & Logistics

Voice API

In App-Voice

Remote assistance use case

Problem statement



Performing virtually assisted remote maintenance requires consistently high network quality to enable broad deployment even in locations without stable connectivity.



QoD API solution

- The QoD API **improves the connectivity** between Technician onsite and the remote expert
- It **prioritizes the data traffic** of the Mixed reality glasses in the mobile network and **reduces latency** and jitter to a minimum



Customer benefits

- Technicians can **now see the augmented video** in the mixed reality glasses with **minimum delay** in **outstanding quality**
- They can provide the **best possible advice** to their colleagues on site and **increase customer satisfaction**



Industry

- Agriculture
- Automotive
- Healthcare
- Manufacturing

Fraud prevention use case

Problem statement



Attempts to use stolen or fake identities to conduct fraudulent transactions are increasing in number. Financial institutions need an efficient way to verify that the users are the one who they claim to be.



Location API solution

- This API offers **real-time location tracking** of equipment/devices
- It verifies the **physical location of a device** or user by using data from the device's **Wi-Fi or cellular networks** to determine the device's location and then **compares it to the claimed location** provided by the user



Customer benefits

- **Cost savings** by optimizing equipment utilization and **reducing equipment downtime and fraud**
- **Reduce false payments** and ATM withdrawals by **confirming the proximity of the device location** to specific customer or location



Industry

- Agriculture
- E-Commerce
- Finance
- Transportation & Logistics

IoT device use case

Problem statement



Having too many IoT devices deployed in the field makes it harder for companies to monitor them in real-time and ensure that they are functioning properly.



Device status API solution

- It allows the customer to monitor the status of their devices, quickly detect and resolve any issues
- This API allows the company to query the status of each device, such as whether it's connected to the network, its battery level, and any error codes that may have been generated



Customer benefits

- Reduced downtime and improved reliability of IoT devices by detecting issues before becoming critical
- Faster issue resolution by reducing the time and resources needed for troubleshooting and repairs
- Enhanced security by enabling companies detect any security threats or vulnerabilities and mitigate them before they cause harm



Industry

- Agriculture
- Automotive
- Healthcare
- E-Commerce
- Finance
- Audio
- Transportation