

OnMobile partners with MTN to migrate their RBT services globally

BANGALORE, INDIA: India headquartered OnMobile Global Limited, a global leader in telecom value-added services (VAS), announced on Tuesday that it has won a deal with MTN Group as preferred RBT partner.



As part of this engagement, OnMobile will start deploying RBT services for MTN subscribers over the next quarter and will replace the entire service over the next 24 - 30 months in selected geographies.

This will help MTN to offer a more impactful user experience to their subscribers.

A renowned RBT pioneer and market leader, OnMobile Global was chosen as the preferred partner owing to their innovative suite of RBT features which include search and discovery options, storefronts, and live stream content.

OnMobile possesses the most tested technology in RBT, having been part of massive global deployments in this space.

Sanjay Bhambri, Chief Commercial Officer, OnMobile Global said, "We are very thrilled about getting on board with the MTN Group to migrate their RBT services across 22 countries.

"This partnership is very important to us and a major milestone in making us undisputed leaders in the RBT realm.

"We will also increase our global footprint by another 14 countries through this partnership.

"Our extensive suite of tried and tested RBT features and our solid experience in global replacements are key differentiators that help us deliver superior value for both our customers and the end-consumer".

"OnMobile is very well known for their successful RBT deployments and managed services offerings.

"Their deployments globally have given amazing results to telecom operators and it is a classic case in point of their expertise and experience.

"The business model that they pioneered a decade back, strong technology backing it up, experience in multiple geographies with complex network integration requirements and changing regulatory environments worked to their

advantage during our selection process.

"However, their understanding of local markets and consumer requirements were game-changers that clinched our decision.

"We look forward to partnering with them successfully," said Pieter C Verkade, MTN Group Chief Commercial Officer.

The consumer behaviour for RBT services has undergone a revolution over the last few years and subscriptions have increased exponentially.

With more than a decade of industry experience and global expansion, OnMobile will leverage its best practices across the globe to make this a seamless transition for MTN's 191 million subscriber base.

"As MTN, we are always trying to improve the quality of service for our customers. And through this deal with OnMobile, we hope to ensure that our customers never hear a boring ring tone again," added Verkade.

Source: Sapa, via I-Net Bridge

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