



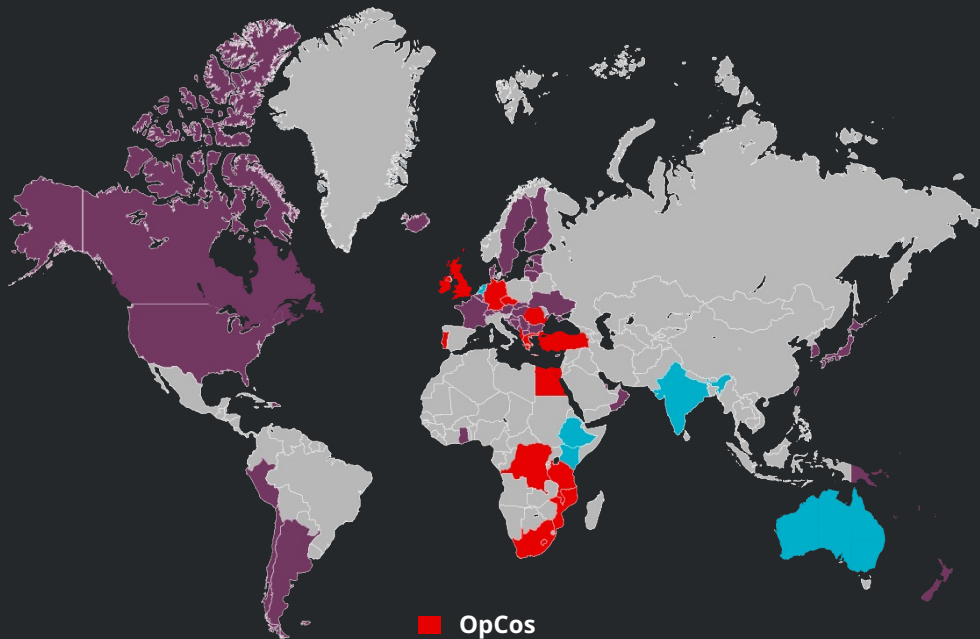
PegaWorldiNspire

JUNE 9-11, 2024 | LAS VEGAS

Together We Can

A leading **European and African** telecoms company.

330 million customers
across **15¹ countries**,
with **43² partner markets**
and one of the **World's
largest IOT platforms**



- OpCos
- Partner Markets and Vodafone Business operations
- Non-consolidated associate / joint arrangement

Europe: UK, Germany, Ireland, Portugal, Romania, Greece, Czechia, Albania. Non-Europe: Turkey. Africa: South Africa, Tanzania, Democratic Republic of the Congo, Mozambique, Lesotho, Egypt. Excludes Italy and Spain which are classed as discontinued operations.

²Europe: France, Austria, Bulgaria, Croatia, North Macedonia, Serbia, Slovenia, Montenegro, Bosnia and Herzegovina, Switzerland, Belgium, Denmark, Cyprus, Finland, Estonia, Iceland, Sweden, Lithuania, Latvia, Luxembourg, Guernsey, Jersey, Ukraine, Hungary. APAC: Singapore, Taiwan, French Polynesia, Fiji, Cook Islands, Kiribati, Vanuatu, Samoa, Papua New Guinea, New Zealand, Australia. AMEA: Qatar, Oman, Chile, Peru, Argentina, Canada, Ghana, Dominican Republic.



Mobile

One of the world's largest mobile networks

300m+ customers¹

Fixed

Our network reaches

21m customers¹

IoT

One of the world's leading IoT platform with over **187m connected devices**

TV

Europe's second largest TV platform

17m customers²

¹Includes Vodafone Ziggo and Safaricom

²Includes Vodafone Ziggo

Europe's largest 5G network

236 cities in 8 countries

Europe's fastest growing superfast network

52m homes with Gigabit speeds¹



FinTech

Africa's most used financial platforms

Available in
8 countries

79m
Active customers

US \$1 bn
Transacted on our mobile
money platforms every
day

- **200 million** customers in eight countries.
- **5G** launched in South Africa, Tanzania, Kenya, Lesotho and Mozambique. Trials in DRC.

TILL
8355

M-Pesa Fees

Transaction Range	Active Payments	Standard Rate	Standard Rate (M-PESA)	Standard Rate (M-PESA)	Standard Rate (M-PESA)
M3 - M9.99	M1.00	---	---	---	---
M10 - M50	M1.50	M1.50	M1.00	M2.50	M1.85
M51 - M100	M2.25	M2.25	M1.50	M3.75	M3.00
M101 - M250	M3.38	M3.38	M2.25	M5.63	M4.50
M251 - M500	M5.06	M5.06	M3.38	M8.44	M6.00
M501 - M1000	M7.59	M7.59	M5.06	M12.65	M9.00
M1001 - M5000	M11.39	M11.39	M7.59	M19.18	M13.50

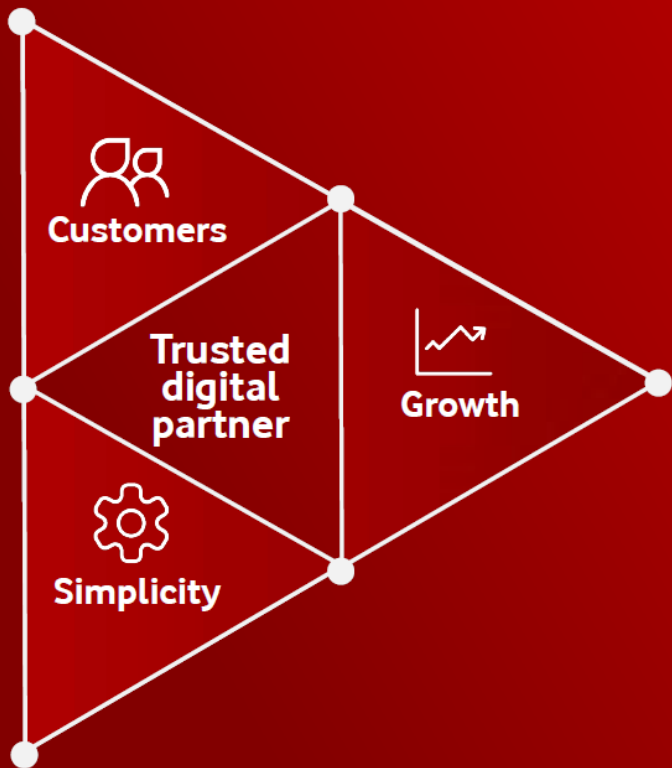
Notice

No deposits without you



Ha fono ele sika





Our strategy & goals for the year

#1 Customer experience

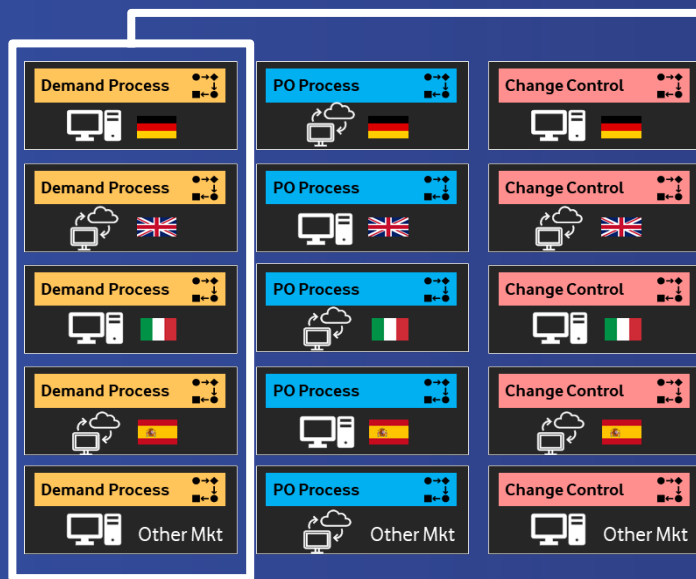
#1 Best place to work

#1 Convergence



Point of Departure - Everything Is Trying To Do The Same, But Differently...

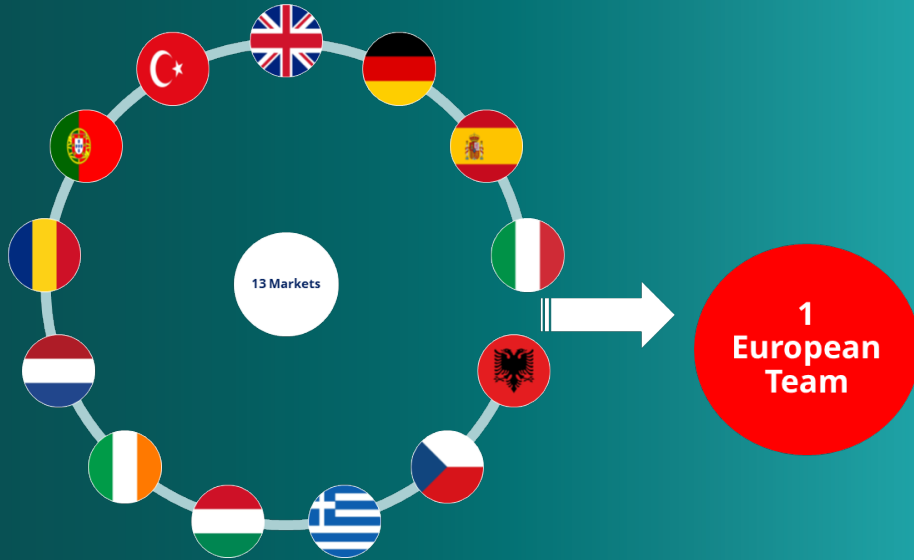
Individual Market Processes & Systems - Example



Key Observations

1. Same process and outcomes needed
2. Different tools in each market
3. Duplicated role types unable to be re-used
4. Large variation in time to fulfil
5. No ability for customers to check progress and self-serve
6. Cannot align to strategic operating model

Harmonising Processes and Technology to Deliver In 'One Best Way'

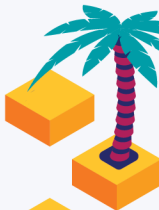


Distillation process across markets:

- Identifying and aligning common process steps.
- Removing wasteful, legacy activities.
- Recognising necessary differences including policies and local rules.

Selecting tools which enable dynamic but well-orchestrated processes:

- Flexibility to route work based on skills and locality via a single process.
- Simplified, fresh and familiar interfaces for colleagues to interact with.
- Incrementally advance and drive towards autonomous processing of work.

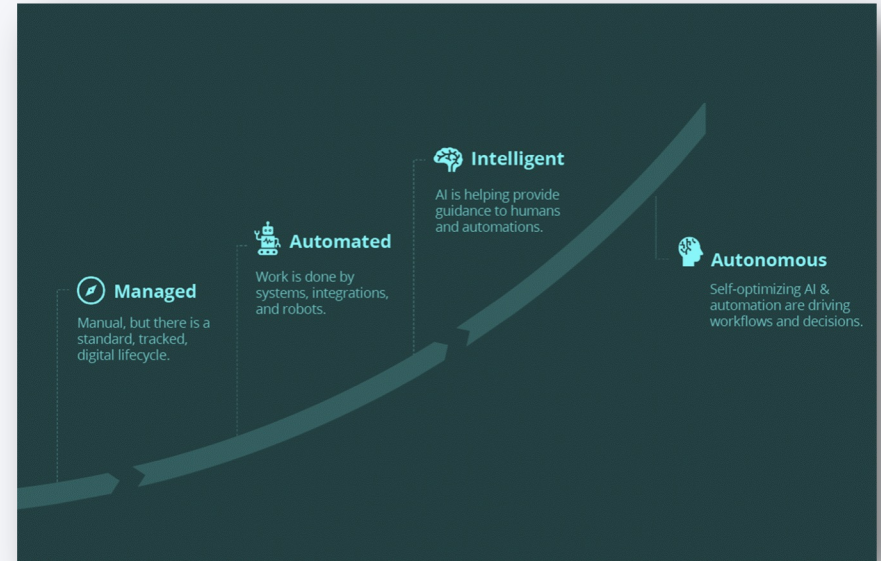


What's the Plan for Our Processes?



- Rapidly moving towards digital and managed processes, providing a firm foundation for Automation
- Optimise our managed and 'robotic' like activities automating where possible along the way
- Iteratively adding capabilities including AI and ML to become more autonomous and less reliant on human actions

Moving toward autonomous processing



How Does Pega Help Us In Networks?



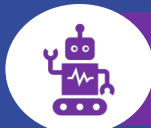
**Intelligent
Capture**

Capture and process information with ease and accuracy



Orchestrate Work

Ensures work is always in the right place at the right time to get the job done



**Autonomously
Process Work**

Fully automate work so humans can focus on other priorities



Dynamic Intelligent Forms



**Omni Channel
Experiences**



Realtime interactions



**Workflow & Case
Management
Auto Approvals &
Escalations**



**Service Levels and
Agreements**



Rules Engines



Machine Learning/AI



**Integration to
Systems/Services**

Example 1 – Managing Network Deployment Unit Costs

Problem Statement

- Each year, there is up to 25% variance in the actual unit cost of the Network deployment compared to the forecast.
- No automated controls or detection points within the purchasing systems.
- All checks manual and not possible to be scaled across all cases.

c.3% of total Network Deployment spend prevented



Example 2 – Demand Channels into Networks

Problem Statement

- Each year, Networks receives c. 4000 demands
- At least 10 different ways of capturing demands across markets
- No ability to view progress or manage expectations of fulfilment
- Impact assessment, cost information and planning highly localised and ineffective

Networks Single Demand Front Door



Intelligent Forms



Approvals
& Escalations



Service Levels
& Agreements



Workflow &
Case Management



Rules

✓ **30% less rework and rejections of demands**

✓ **More than 10% business efficiency gained**

✓ **Ability to handle demands across markets**

Example – Managing International Network Deployments

Problem Statement

- 64 countries with International Network Deployment requests
- Orchestration and management solely through human actions and tracking
- Zero strategic tools assisting the process leading to poor quality, lost requests and additional people needed

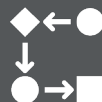


60% saving on external resources supporting this process



Data Capture

- Capture demand requests consistently and accurately
- Structure key information across markets
- Enable real time submission



Process Workflow

- Removed re-work and waste process steps
- Alignment to 'one best way' of delivery
- Clear visibility and Audit



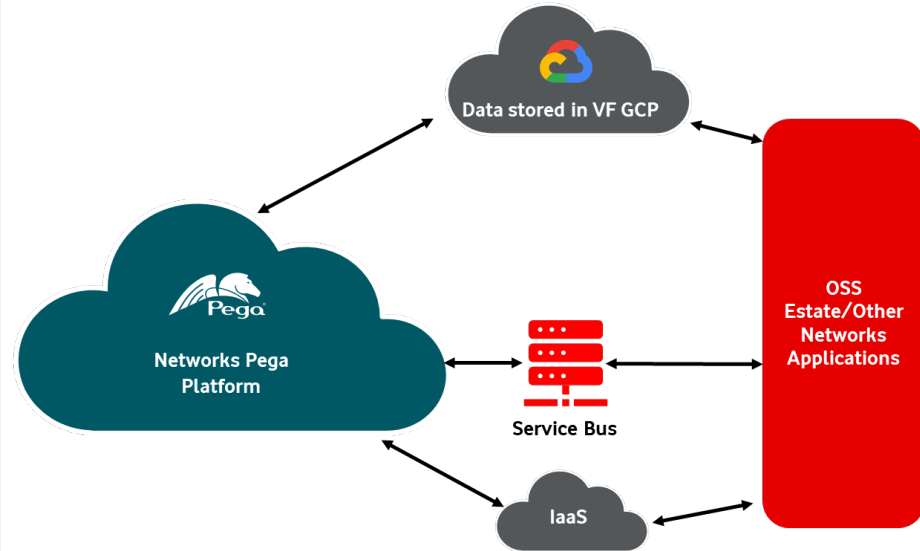
Automation

- Validation of data input
- Pre-population of key detail
- Dynamic routing dependant on scenario and data
- Auto service levels and approvals

What's Next/Future Use Cases?

- Continue Journey iterating from Un-manged towards autonomous processes
- Facilitate Smart Capex activities and insights
- Network Deployment process orchestration and management
- Drive our common blueprint for maximum re-use and strategic leverage of investments
- Build on our GCP Data Lake to drive value from Networks use cases

Strategic Deployment Pattern





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