Persistent

WELCOME TO

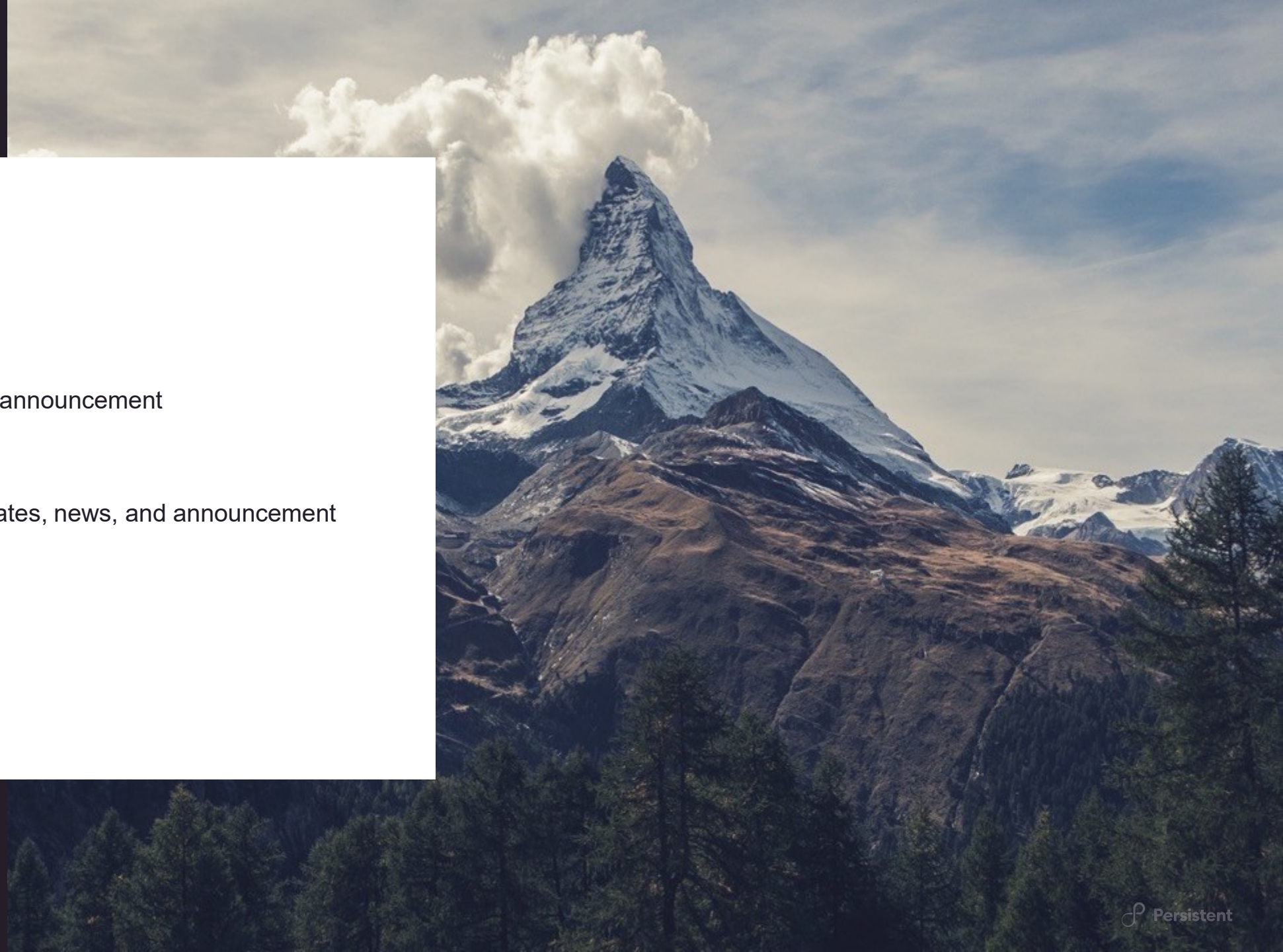
API Monetization & Management

USER GROUP MEETING

16th March 2022

Agenda

1. Open Discussion Forum
2. Product - updates, news, and announcement
3. Product User Testimonial
4. User Group Community - updates, news, and announcement
5. Q&A/Feedback



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Launching

We Connect User Group

100k+ Users

2012 Since

50+ Countries

- In-Person User Group Summits
- Product User Group Meeting every month
- Common User Group Meeting bi-yearly
- Webinars, Live Events, Panel discussions

Product UGM

Digital Device Management

Radia Endpoint Management
OTA, IoT Security

Cloud Orchestration Management

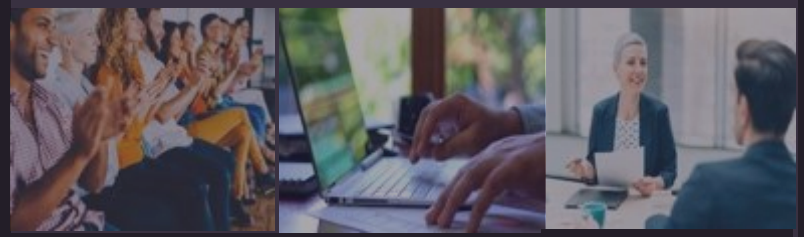
Rovius, MultiCloud, Disaster Recovery, Migration
Cyber Resilience

API Monetization Management

Aepona Marketplace

Bolstering Our Community

Boosting engagement, visibility and a sense of belonging



Experience **Contribute** **Grow**

Be the Champion *of* Community

INFLUENCE & EXPRESS

Community DNA

- Connect
- Learn
- Share
- Collaborate

Perks

STAY UP-TO-DATE	PARTICIPATE	OPEN FORUM
News	Innovate	Build
Market	Showcase	Network
Releases	New Ideas	Advocate
Early Access	Best Practices	Feedback

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Aepona

API Management & Monetization

BHARATH MOHANRAJ
Senior Product Manager

Overview

API Management and Monetization Platform (AMP)

Allows multi-sided service business model for enterprises using modern API layer

Expose, Manage and monetize assets via APIs using a secure, and scalable platform

Tailored to Telecom Providers that allows Communication service providers to monetize assets

Manage remote infrastructure and deliver services using unified infrastructure

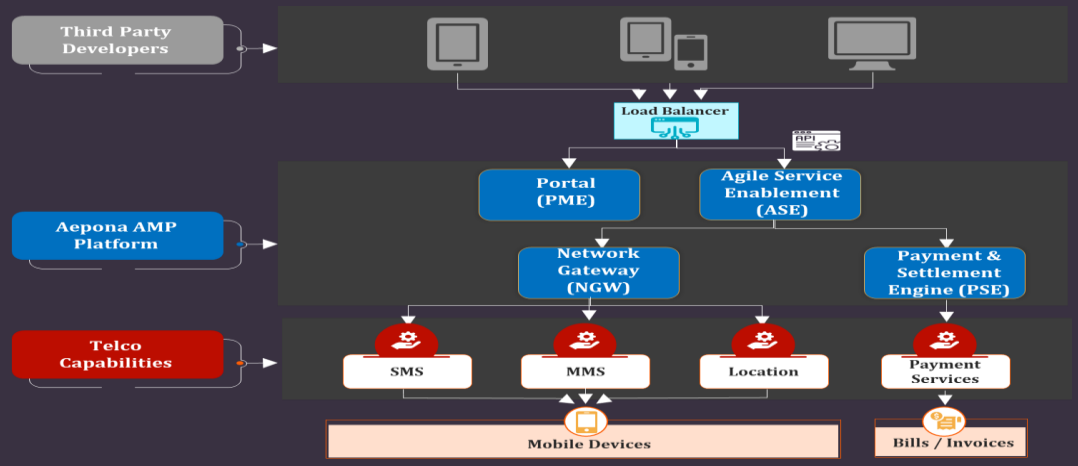
15+
Years of API management

150+
Enterprise Apps Integrations

45
Network Apps and Services

20+
Partners and Resellers

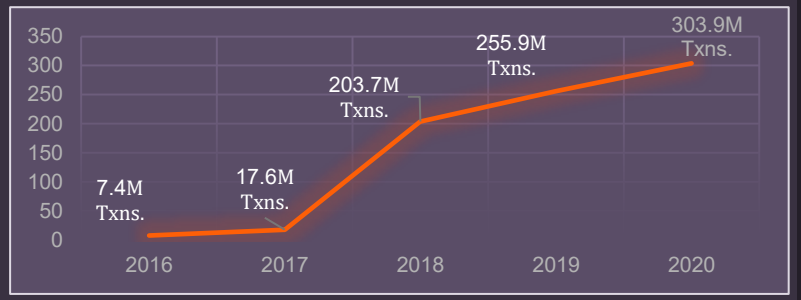
Components



Manage and Monetize APIs

API Portal	Developer and Publisher Portal	API Lifecycle Management
API Management		Data, Events and Log Analytics
Platform Gateway (Network, Messaging etc.)		
API and Entity Profiler	Monetizer	
	Heterogeneous Management	Market Place
		Security and Risk Management
Virtual Infrastructure	Physical Infrastructure	Containers

Trusted by enterprises across industry



- Highly Scalable Microservices
- Cloud Native
- Cloud Agnostic
- Opensource Technologies

Tech Stack

spring boot, Angular, cassandra, docker, kubernetes, KEYCLOAK, kafka, amazon web services, spring Cloud Gateway, Nagios, Prometheus, redis, kibana, ANSIBLE

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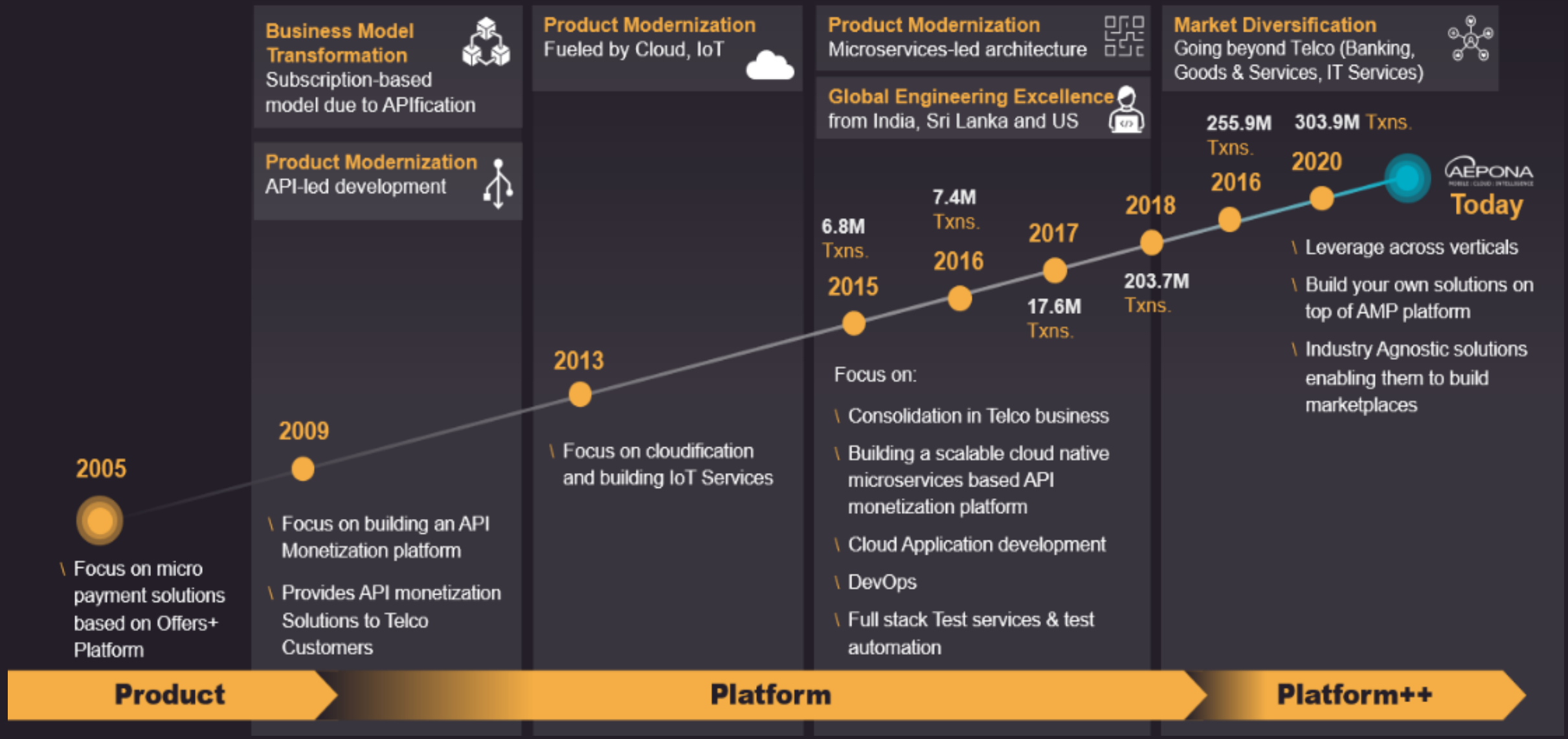
Evolution



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Focus Areas

Customer Requirements

- Upgrades
- CRs
- Migrations

Messaging

- Any Content
- Any Channel
- Conversations

5G

- RCS
- Location
- Integrations

General Offering

- APIs for cross domains and verticals

Marketplace

- API Mgmt
- API Gateway
- Monetization

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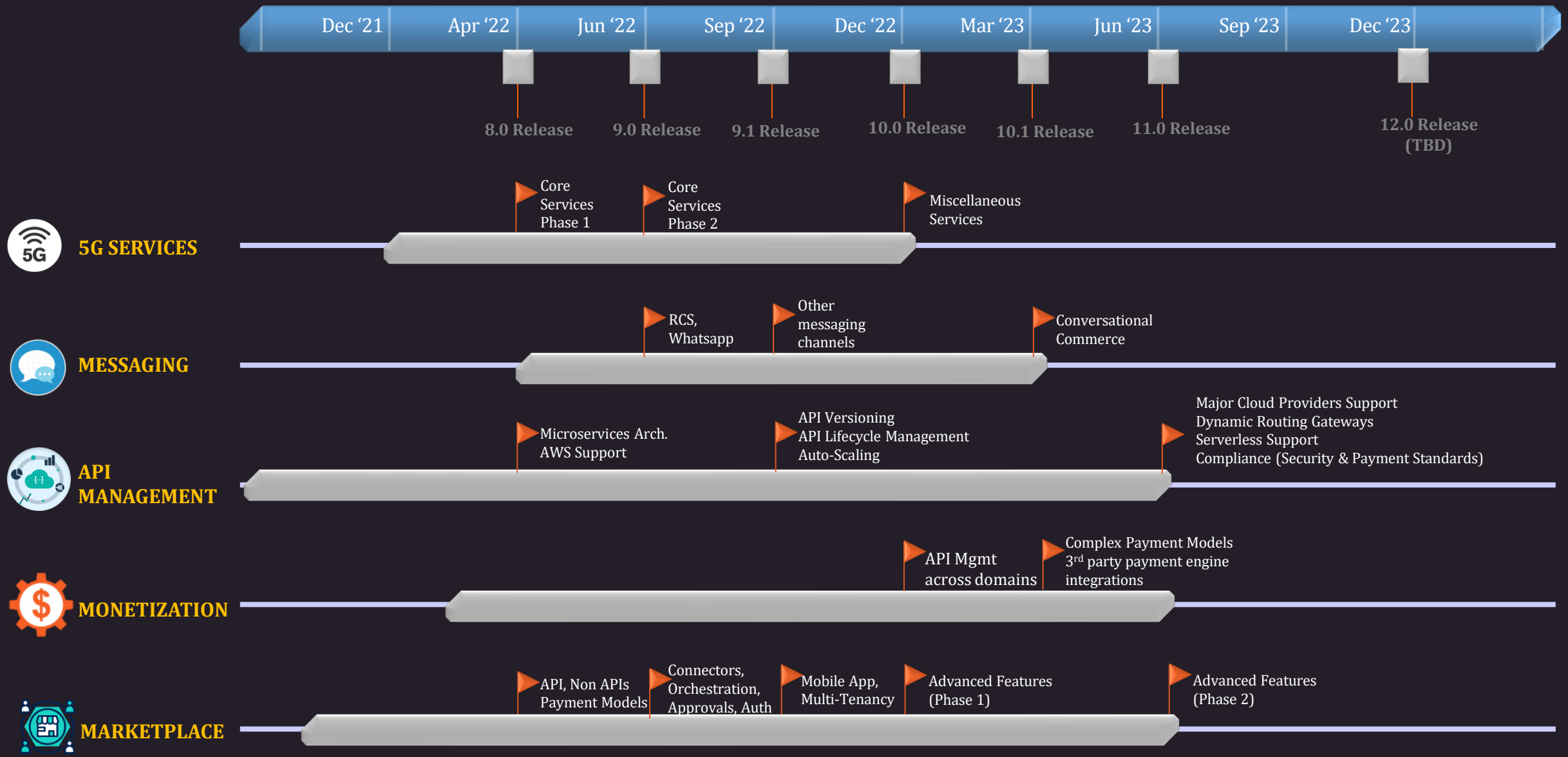
Timelines



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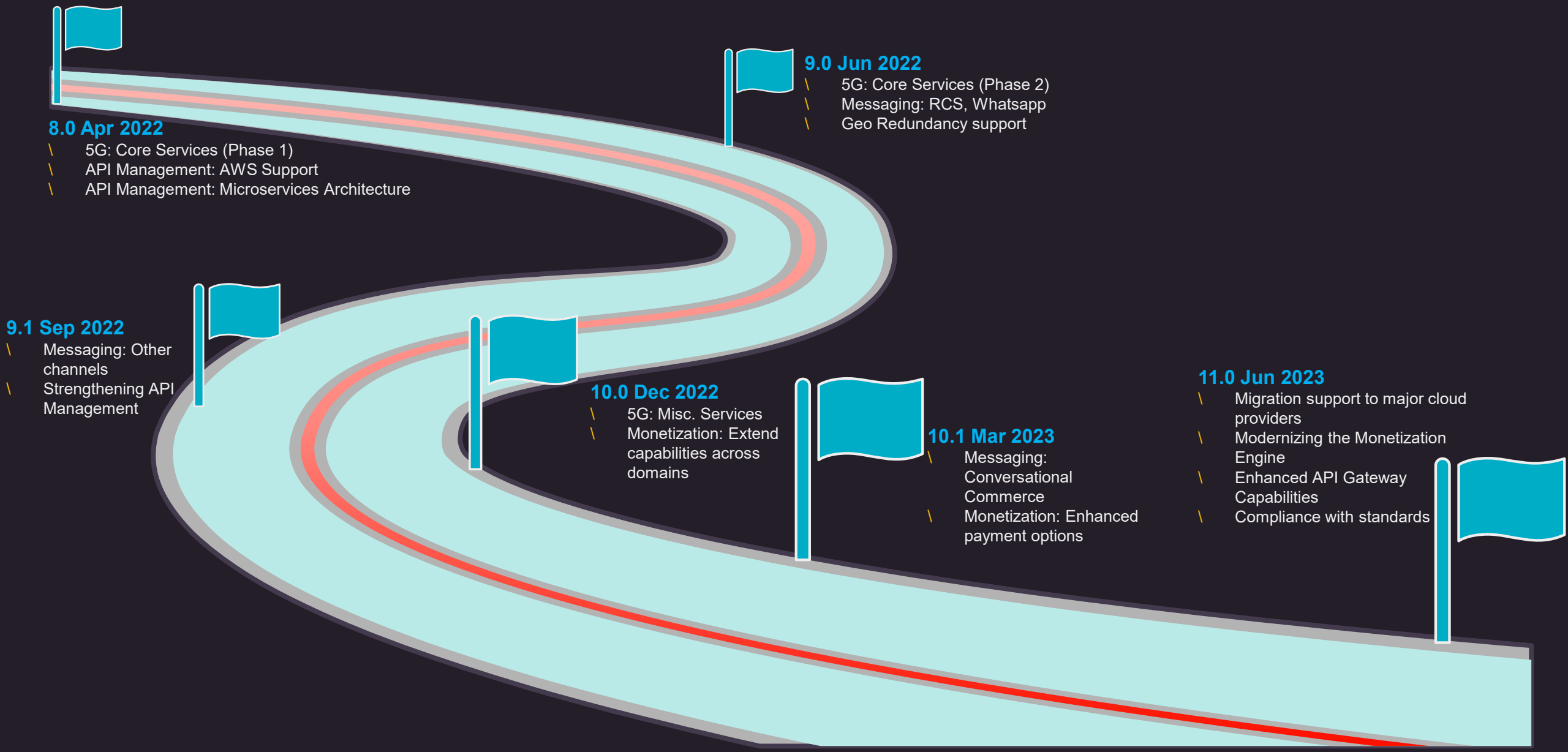
Roadmap



8.0 Apr 2022
- 5G: Core Services (Phase 1)
- API Management: AWS Support
- API Management: Microservices Architecture

9.0 Jun 2022
- 5G: Core Services (Phase 2)
- Messaging: RCS, Whatsapp
- Geo Redundancy support

9.1 Sep 2022
- Messaging: Other channels
- Strengthening API Management

10.0 Dec 2022
- 5G: Misc. Services
- Monetization: Extend capabilities across domains

10.1 Mar 2023
- Messaging: Conversational Commerce
- Monetization: Enhanced payment options

11.0 Jun 2023
- Migration support to major cloud providers
- Modernizing the Monetization Engine
- Enhanced API Gateway Capabilities
- Compliance with standards

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Key Features

MESSAGING

- Support for rich messaging – text, voice, media, carousels, files, suggestions, etc.
- Support for sending messages across any channel – SMS, MMS, Whatsapp, RCS, Viber, Telegram…
- Individual APIs for each type of content
- Omni-channel APIs
- Conversational CommerceUnlock your digital resources' value and enable innovative business models that drive growth.

STABILITY & SCALABILITY

- Support for hosting on AWS
- Microservices architecture
- Java/OS upgrades

5G

- fifth-generation technology standard for cellular networks
- sets out to be the global connectivity and integration platform for a broad variety of industries in the upcoming decade
- 5G Core Functions:
  - SMS Function (RCS Messaging)
  - Location Management Function
  - Access and Mobility Management Function
  - Unified Data Management Function

SECURITY & COMPLIANCE

- API Security Standards
- Payment Standards

API MANAGEMENT

- API Versioning support
- API Lifecycle Management
- Advanced Policy Management
- Auto Scaling Support
- Dynamic routing in API gateways
- Serverless API gateways

PAYMENT ENGINE

- Multiparty Settlement
- Supporting more complex settlement rules
- Stripe and PayPal support
- Invoicing

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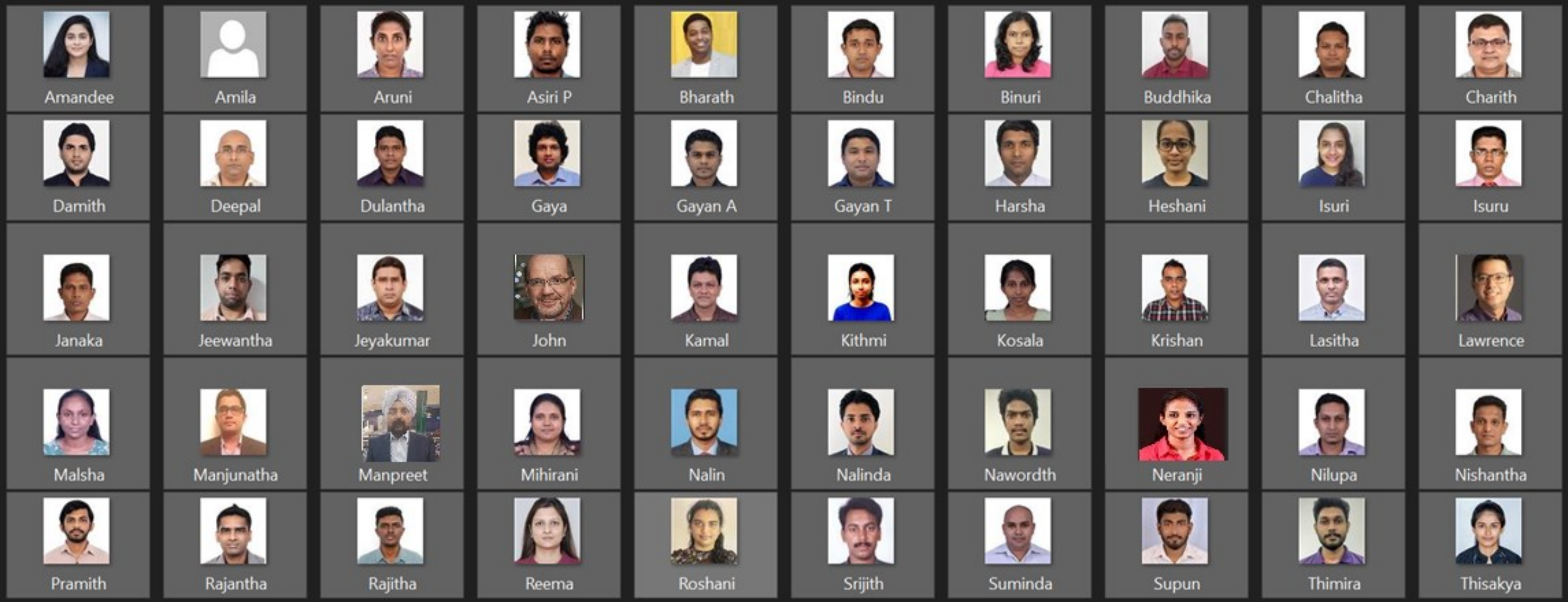
Team Aepona…



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Product User Spotlight

TDC

2009

Deployed USP

On-premises

2015

Upgraded to AMP

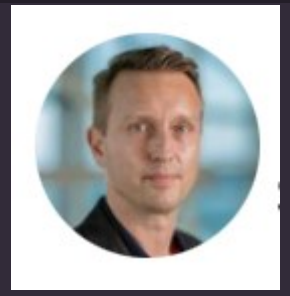
On-premises

70M/month

Messaging & Mobile Payments

35M/month

CDR based settlements



Morten Aagaard

TDC

Highlights

\ Premium content providers

\ Danish aggregators

\ Televoting

\ Ticketing

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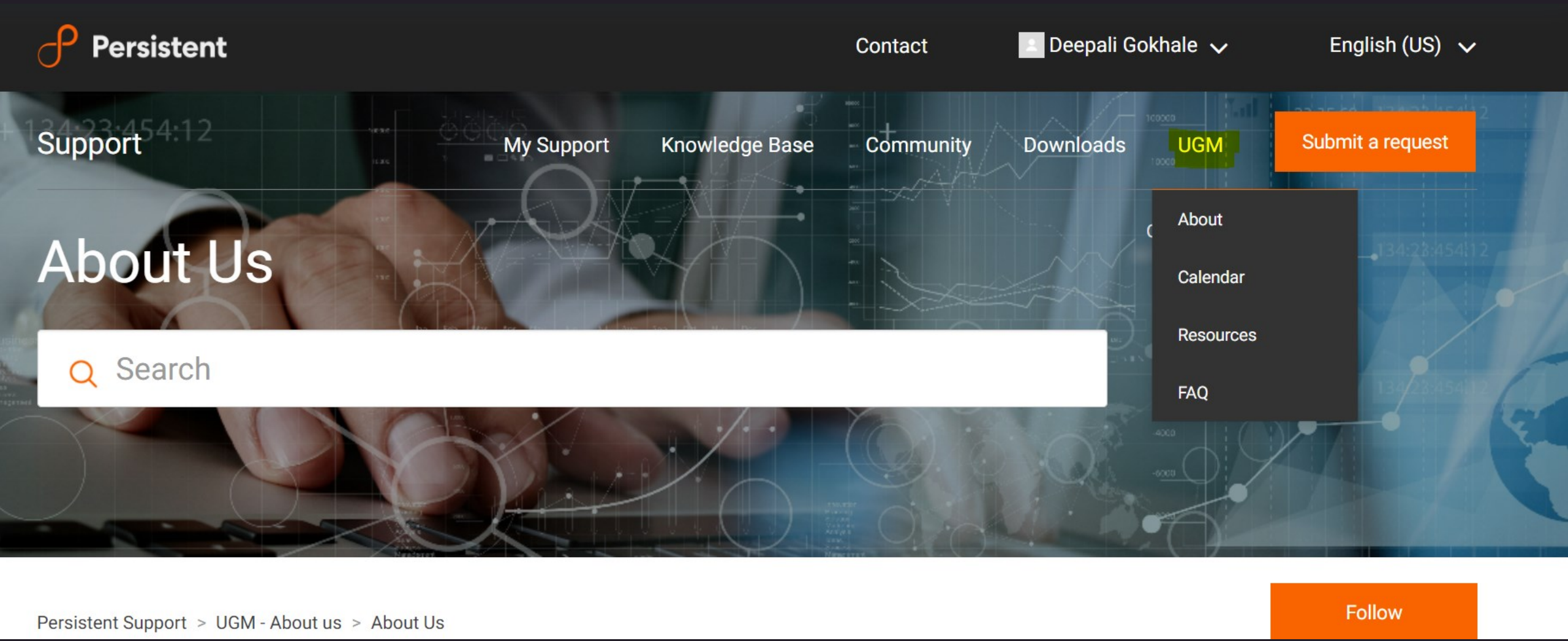
User Group Resources



Link

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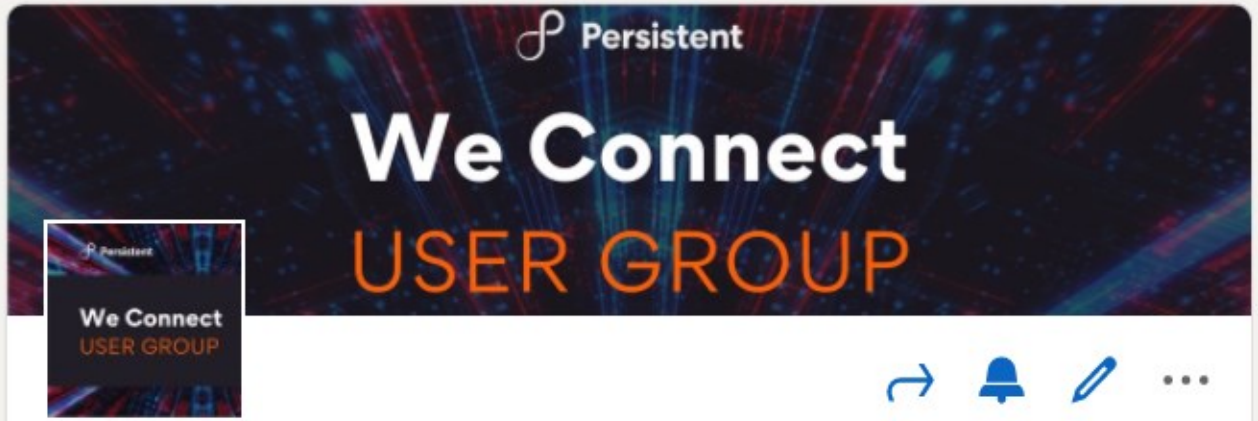
Join our Discussion Forum



Persistent User Group Community- Discussion Forum

Listed group

Start a post in this group

Photo Video Poll

All Recommended

50 members

Including Sudheer Babu and 5 other connections

+2

Invite connections

See all

About this group

This group is designed for Persistent users to connect to share insight and stay up-to-date on the latest product developments, releases, best practices, market, and other initiatives. Get exclusive early access to product information, news, releases and much more!

Link

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Next user group meeting

20th April 2022

API Monetization & Management

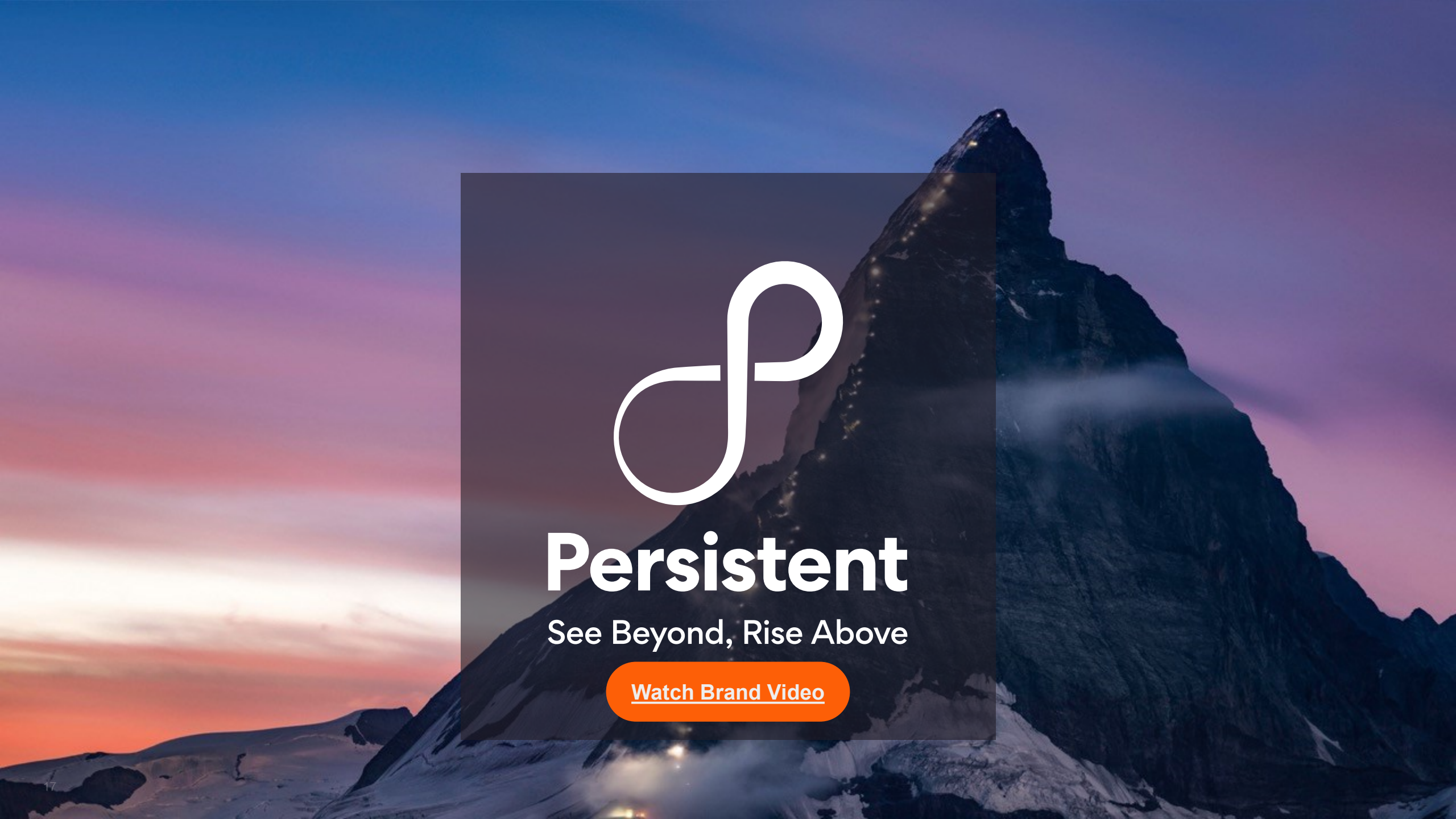
Marketplace

Calendar Link

You will receive invitation for Product specific User Group Meetings shortly, if you have not received it, please write to pugm@persistent.com

Question & Answer

Let the discussion begin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See Beyond, Rise Above
Watch Brand Video