COMUNITY CONNECT

**Opening Tomorrow.
To Anyone.**

A one-stop social and commercial
platform that connects organisations
with their mass-markets through
a data-driven, live digital service
channel that runs on every
conceivable mobile device.

Telkom | **Business Connexion**

The Digital Landscape

To enable the Smart Cities we envision for our country's future, Gartner has identified certain trends we need to embrace:

- Citizen e-ID: As corporate and government enterprises become more digitalised, digital identities need to become more reliable in order to serve as the core for all digital transactions.
- Analytics Everywhere: The collection and analysis of data to provide insights that can guide actions to increase organisational efficiency or program effectiveness.
- Digital Government Platforms: Governments face constant pressure to improve service delivery and save costs. These platforms deliver services such as payments, identity management and verification, reusable application services and notifications.
- Multichannel Citizen Engagement: Delivering an effective citizen experience requires a holistic approach to the citizen:

01 ▶ Using data to capture and understand the needs and desires of the citizen;

02 ▶ Leveraging effective social media and communications to actively engage citizens;

03 ▶ Allowing the citizen to engage on his or her own terms;

04 ▶ Understanding the citizen's preferred engagement channels;

05 ▶ Affording seamless transitions among channels; and

06 ▶ Ultimately delivering a more satisfying set of citizen interactions. Adopting a citizen-centric information management strategy with multichannel citizen engagement opportunities will deliver quantifiable benefits.

The Citizen Challenge

The "Digital Citizen" is already an active member of our society, but there are challenges to enabling all citizens to meet their full digital potential.

For most people, their cellphone is just a simple tool for keeping in touch. That's all they can afford it to be. Smartphones, laptops, and tablets are all too expensive for the general public.

This means only a few members of our community are able to access the convenience of digital communications and automation.

The Enterprise Challenge

While many organisations would like to digitalise their services and take advantage of the mass-proliferation of mobile devices in communicating with their customers, they are often prohibited by the following challenges:

01 ▶ Development costs: Developing mobile applications on Android and iOS often come with a huge price tag.

02 ▶ It's not only Apple and Android: More than 60% of the mobile devices in the South African market are feature phones (or at least not Android and IoS). These are often left out of the App revolution, as most developers only develop in Android and IoS.

03 ▶ Time to market: Developing in-house mobile applications is resource-intensive and time-consuming for most organisations.

04 ▶ User experience: With so many different mobile devices in the market, the rendering of content on the user device is difficult to guarantee. Bad user experience can lead to non-usage of the service.

What if there was a solution that addressed both of these challenges; a way to digitalise and automate communications and transactions across any phone, from feature to smart?

The Solution: ComUnity Connect

Like a ComUnity Connect pass, we are providing the digital gateway that allows ordinary citizens to envision a better tomorrow. This highly customisable solution means you can decide how you wish to communicate with the public, and how they access your enterprise, across any mobile device.

► **ComUnity Connect: Benefits**

▪ **Social and Commercial Media Platform:**
This simplifies the way organisations, of any size and nature, build and operate inclusive digital ecosystems that are data driven and run on every conceivable mobile device and digital channel.

▪ **Connecting Organisations With Broader Markets:**
Our live digital service channel lets organisations boost business growth by reaching customers whenever the need arises.

▪ **Tailored Services:**
As the platform can be custom-built around your enterprise needs, your business notifications can be delivered immediately, on-demand, wherever your customers are, on whatever device they're using.

▪ **Adopt the platform model:**
According to Accenture Technology Vision 2016, adopting a platform strategy opens up new paths to strategic growth in the rise of digital disruption. Using platform ecosystems, organisations can tap into resources and capacity that they do not have to own, shifting operations from CAPEX to OPEX.

▪ **Multiple Devices:**
There's no need to build separate applications for different mobile devices as the platform supports white-labelled communications across all.

► **ComUnity Connect: Case Study**

We have already deployed ComUnity Connect as a platform for Knysna Municipality. The below highlights how the apps are deployed across ubiquitous mobile devices:
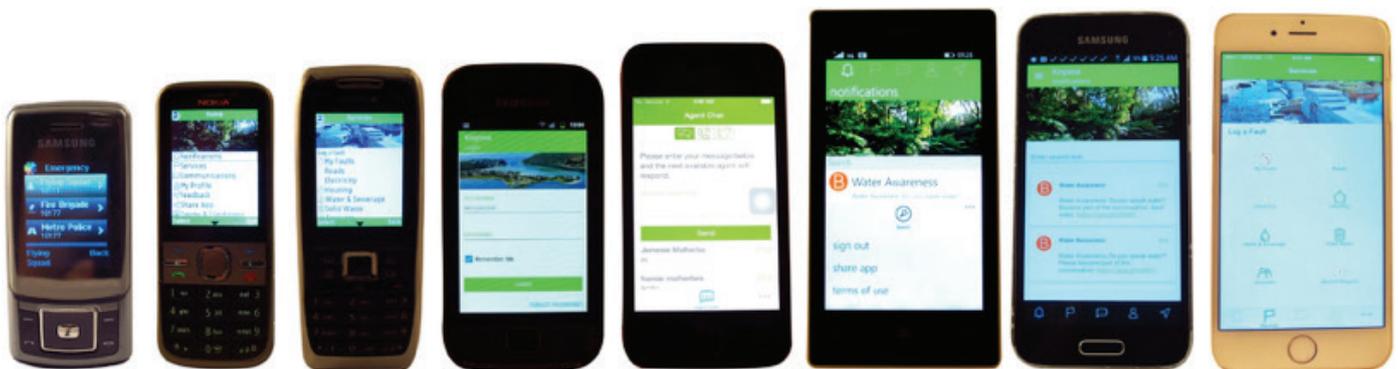
▶ **ComUnity Connect: Technical Architecture**

- Cloud based Digital Operating Platform
- Apps run on all mobile phones and consumer technologies
- Data Driven architecture – Connect, Collect, Analyse, Act
- Functions and features that drive and support world class digital experiences for city initiatives:
    - Organisation-2-Citizen
    - Organisation-2-Business
    - Organisation-2-Employee
    - Organisation -2-Organisation
- Open Software Development Kits accelerate innovation and participation in organisation enabled digital ecosystems

▶ **ComUnity Connect: The Digital Ecosystem**

Our end-to-end social and commercial media platform enables organisations to build and operate an inclusive digital ecosystem.
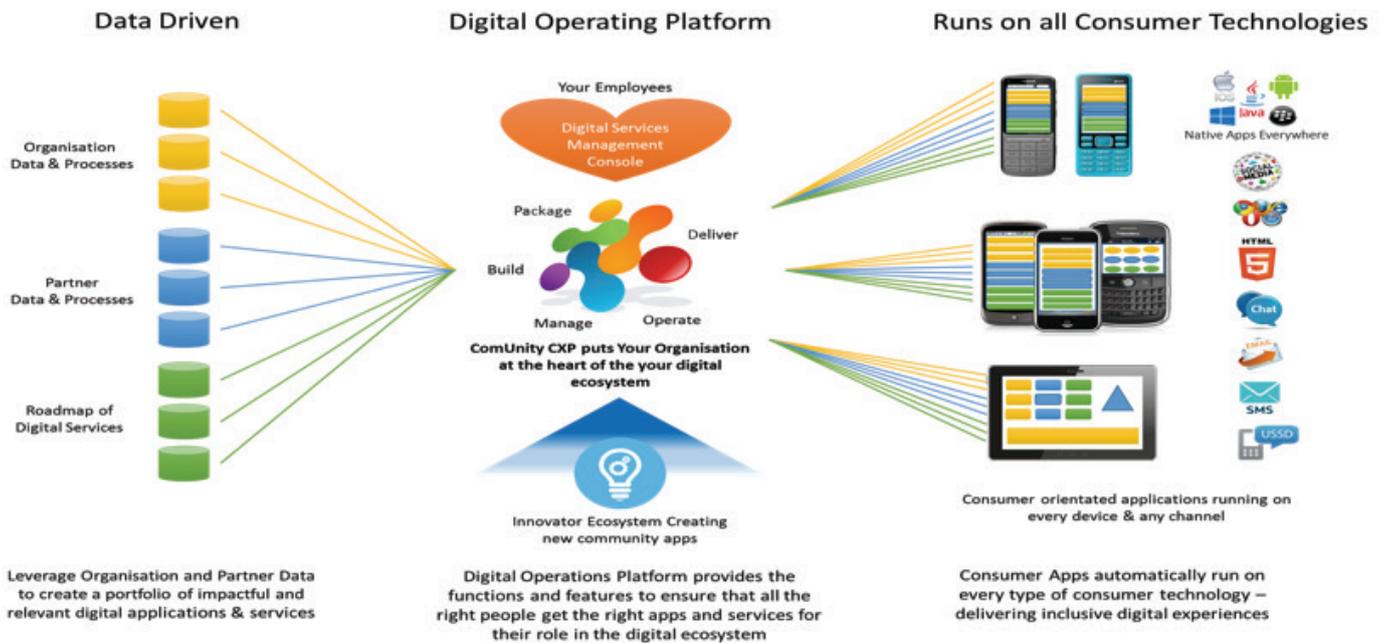
▶ **ComUnity Connect: Who is it for?**

This digital engagement platform is ideal for providing rich mobile access to banking and financial services, provincial and local government services, retail, media, telecommunication, education services and much more. The possibilities for reaching and interacting with a broader market are limited only by our imagination.

Imagine the sector possibilities:

01 ▶ Medical: Deploy targeted notifications for prescription reminders.

02 ▶ Education: Provide links for downloads of course material.

03 ▶ Municipal: Activate live feedback mechanisms for data-rich analysis of current projects.

04 ▶ Policing: Send suspicious activity reports directly to neighbourhood watch groups.

▶ **By putting futureproof technologies within the grasp of everyday citizens, using the tools they already own, we are giving all people the means to empower themselves through digitalisation.**

For more information and to customise a ComUnity Connect platform that meets your enterprise needs:
Speak to your Business Consultant

Telkom | **Business Connexion**