

Tango Telecom

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Tango Telecom powers the successful monetisation of digital content with the market leading Tango DRE™

Enabling the rapid monetisation of digital products, services and content using the Tango DRE.

Limerick, Ireland, 11th November 2015: Tango Telecom, (www.tangotelecom.com), the leading provider of Data Monetisation Solutions for evolving mobile networks, today announced the launch of its Digital Content Charging solution. The solution enables subscribers to securely purchase digital content such as apps and 3rd party services from their devices and charge them in real-time to their prepaid balances or to their postpaid bills. Digital Content Charging is a key use case of the Tango Telecom Data Retail Engine (Tango DRE).

This highly innovative solution enables the quick, easy and secure purchase of games, movies, music, eBooks and other digital content. Tango Telecom's highly scalable and agile solution offers advanced rating and settlement features, enables the quick adaptation of networks and eliminates the challenges of 3rd party vendor management, revenue leakage and fraud windows.

The solution unleashes a powerful new revenue stream by driving a significant increase in the demand for digital content as it removes the need to own a credit/debit card or to register personal details with unknown merchants.

"Our solution delivers the simplicity and security required for operators to quickly unleash the potential of the mobile payments and dramatically improve their revenues and their subscribers' quality of experience. The power of one-click purchasing has endless opportunities such as allowing subscribers to use their balances to pay for digital content and other 3rd party services such as parking tickets, petrol and groceries and airline tickets. We place the operator firmly at the centre of the mobile payment value chain and allow them to successfully monetise the demand for content and services. We look forward to the roll out of other advanced use cases such as Subsidised Data Access and Dynamic Pricing powered by our market leading Tango DRE," explains Mayoor Mahendra, CCO, Tango Telecom.

About Tango Telecom

Tango Telecom is the leading global provider of Data Monetisation Solutions for evolving mobile networks. Our high performance solutions are deployed at the core of some of the world's most demanding networks including the Telenor Group, América Móvil and the Axiata Group and currently support over 140 live systems serving 700 million subscribers in 43 countries.

The Tango Telecom Data Retail Engine, the Tango DRE™, drives service innovation and service velocity to successfully monetise the growing demand for mobile data while optimising the use of network resources. Our solutions are fully virtualised and cloud-available globally, enabling operators to benefit today from the many advantages of network functions virtualisation (NFV).

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