

PREDICT SUBSCRIBER REACTIONS TO MAKE QUANTIFIABLE DECISIONS

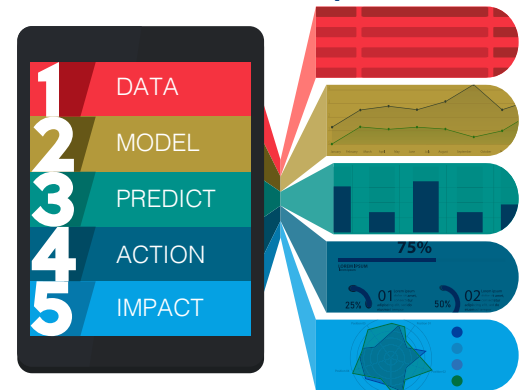
Smart Pricing is a Digital Twin platform that simulates the behavior of your subscribers and recommends optimal actions that make a difference.

By anticipating individual subscriber reactions to an intervention, such as a price change or an outbound call, operators can implement the best actions to maximize revenue, minimize churn and significantly improve KPIs.

SOLUTION BENEFITS

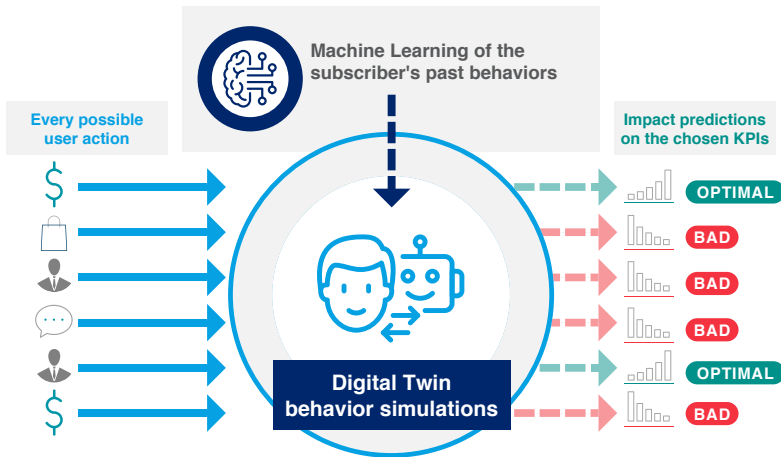
- Put time on your side:** Even small recurrent revenue increases tend to compound quickly. With Smart Pricing, you can optimize individual subscriber pricing and see the added value growing exponentially. The earlier you start, the bigger the profit.
- Transparent impact:** With NAGRA Insight you can simulate the reaction of your subscribers to various events and directly assess the behavior impact of the implemented actions.
- Light layer approach:** Smart Pricing comes as a light layer on top of your existing business practices, operational processes, and data structure. We generate a list of personalized actions, which can then be implemented through your existing operational processes.
- Accelerate your digital transformation:** With Smart Pricing, you will immediately benefit from 8 years of research that has developed and honed our cutting-edge Digital Twin technology. We did the research; you benefit from the solution.

From Data to Impact



- DATA INGESTION**
 - Acquire, connect, validate, and enrich your data
- MODELLING**
 - Model your subscriber's behavior through digital twins
- PREDICTION**
 - Simulate the reaction of each subscriber for any action
- ACTION**
 - Choose one among all strategies to generate optimal outcomes
- IMPACT**
 - Monitor the impact comparing your targets with control groups

PREDICT SUBSCRIBER REACTION



A Digital Twin for Each Subscriber

Smart Pricing creates a digital image for each of your subscribers using machine learning algorithms trained on your historical data.

It is then possible to predict the impact of any actions and only select the ones which optimize your KPIs such as revenue and churn.

[Contact us](#) today for an assessment and learn how you can simulate subscriber reactions to offers and achieve optimal results.

GLOBAL PAY-TV LEADER, \$1B REVENUES, LONG-TERM STABILITY

WHO WE ARE

SUCCESSFUL PROJECTS

500+
TV Providers
Globally

Focused on helping solution providers increase monetization and consumer reach through comprehensive security solutions.

SATISFIED CLIENTS

500m
Secured Devices
Served Daily

Customer-focused. Delivering solutions as a service to optimize time to market and reduce operational overheads.

CUSTOMER PROTECTION

4000+
Patent Portfolio

Robust IP protection with over 500 patents attributable to a wide range of innovative technology solutions.

FULLY CHARGED AND READY

Consumers are the central focus of all NAGRA Kudelski solutions. Working worldwide with major pay-TV and streaming service providers, we continually incorporate learnings and investment to ensure our solutions are fit-for-purpose to face the demands of today's consumers.

From turnkey applications to custom application development, NAGRA Kudelski is here to support your business needs.

[Contact us](#) to learn more.

