

REDBAC IoT Contract Development guide



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Risk Mitigation:
Suspension Rules -
Thresholds
Billing Thresholds
Late Fees (eg: Active

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Sliding sca
usage in a
No Bill Sh
allowance

IoT Contract Development with REDBAC

Negotiating a new or re-negotiating an existing customer contract is a balancing act of:

Enticement Vs Revenue Risk Mitigation

REDBAC empowers Sales and Pricing Teams to out-compete rivals and win more contracts for all customer types through innovative contracts.

Low Entrance Costs

Customer Types: Highly Competitive Bids, New Companies and Start-ups

Enticement:

- Reduced SIMs and -
- Hardware upfront

Revenue Risk Mitigation:

- Sim Suspension Rules -
- Tenure Thresholds
- Non-Tolling Thresholds
- SIM State Fees (eg: Active Ready)

Global Customers - highly competitive bid process

Enticement

Roam Protect (Discount off tier 5 networks)
Activation Volume based tiered charging
Specialist Pricing - price outside of the GDSP tier structure

Revenue Risk Mitigation

Activation Commitments
Activation Volume based tiered charging
Minimum Spend

E.G. Freight and Tracking special needs

REDBAC Home Location Algorithm ensures accurate pricing.

- REDBAC home locations are re-calculated each month based on current usages.

- Allows for targeted pricing for geographical areas or networks, variable access fees.

- Ensure confidence that revenue leakage will not occur.

- Transparent to customer through reporting

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Flexible Allowance Commitments

Varying allowance sizes month on month
at the account level

Sliding scale of Average Per MB rate for
usage in allowances

No Bill Shock - auto purchase more
allowance if needed

Non-contracted Network Protection

Catch - All Tariff
table
Detailed revenue
reporting



Med - High Risk Customers or Show Revenue Now.

Revenue Assurances:

- Standard equipment pricing
- Set Contracted SIM activation commitments

Enticement:

- Drive Activation through SIM Activation Rebates
- Volume Based plan structures

Reduce Cost to Service

Reduce charges or increase revenue through:

Self Service - customers set up CSPs and move SIMs accordingly which flows through to intended rate plans

Notifications