

CONTROLLING THE CHAOS

HOW TO OVERCOME INDIRECT CHANNEL PITFALLS AND WIN



Executive Summary

Indirect. Third-party. Dealer. Massive. Non-exclusive. While this type of channel is known by many different names, the challenges and opportunities it presents for telcos are the same.

Whether you're a Nigerian telco who sells SIMs and top-ups via street corner re-sellers, or a North American quad play provider who uses door-to-door agents to advertise bundled deals, your pain points are similar. These highly manual sales can be a proverbial "black hole", with little visibility and control over channel activities.

By investing in the right digital solution, telcos can take control of their indirect channel and achieve the same level of efficiency, visibility, and control that they are accustomed to in their retail channels.

In this whitepaper, we will explore:

- The seven types of indirect sales, with real-life examples from around the world.
- Common pain points in indirect sales and how to overcome them.
- How a dedicated solution can help telcos drive the best results from this channel.

Expanding Telecom's Reach



Indirect sales give telcos the extra distribution power they need to dominate their market.

Telecommunications is a complex industry. Telcos must manage their multifaceted networks while also delivering a compelling retail experience. But for all its intricacies, the recipe for success is simple: make it easy to get your products and services into consumers' hands.

Customers can be served in many ways, whether it's at a corporate retail store, using self-service technologies, or some other iteration of an omnichannel experience. But there's another tactic that deserves a bit more attention: indirect sales.

This channel is referred to by many names, including indirect, third-party, dealer, massive, or non-exclusive. Indirect selling encompasses many strategies, including dealer stores (mono and multi-brand), third-party chains, vehicular retail, door-to-door sales, street corner vendors, and pop-up events.

The wide range of possibilities means a telco's indirect channel strategy may differ dramatically from one market to another. Regardless of the semantics, indirect selling is an incredibly effective way to increase distribution and points of presence. This holds true regardless of where a telco is based, their market share, or their channel strategy.

Unique Challenges

As effective as indirect selling can be, it's not without its challenges. Because telcos rely on third parties to carry out these types of sales, they have much less control than they would have over their own corporate retail strategies.

Dealer stores give customers access to more store locations, but they may also sell competitors' products; when telcos are left relying on a neutral party's recommendations, it can be difficult to impart any influence.

While mobile sellers bring a telco's wares directly to customers, many use manual processes that make it impossible to see timely sales and inventory data. Or, if they do use an electronic point of sale, it's likely not integrated with the telco's systems, resulting in the same problem.

Street corner airtime vendors can sell a high volume of vouchers, but their performance is often limited by their personal cash flow. Once they run out of inventory, if they can't afford to buy more upfront, they may close up shop before the end of their shift. Or, they may spend an inordinate amount of time fighting over sales territories, reducing their effectiveness and leaving areas without coverage.

Fortunately, telcos can overcome these challenges by investing in a mobile commerce solution that's meant for indirect channels. A mobile, digital solution can increase telcos' control, give them real-time access to important data and KPIs, and transform the seller and customer experience.

"By leveraging indirect channels, telcos can add thousands of additional points of presence under their umbrella. However, telcos must take care to avoid common pitfalls to capitalize on this strategy."

-Maplewave

Optimizing The Seven Indirect Sales Strategies



These seven types of indirect sales can be optimized to suit any strategy or investment level.

Based on Maplewave's firsthand global experience, there are seven indirect sales strategies that are common in telecommunications. The suitability of each option depends on demographics and cultural habits, but every telco should be able to find a place for at least one of these tactics in their overall channel strategy.

The table below shows the seven strategies, classifies if they're retail-based or remote, and indicates the relative size of the channel.

Channel	Type	Size
Telco Dealer Stores – Mono Brand	Retail	★ ★ ★ ★ ★ ★ ★
Third-Party Chains – Consumer Electronics, Supermarkets, Pharmacies	Retail	★ ★ ★ ★ ★ ★
Telco Dealer Stores – Multi Brand	Mass Retail	★ ★ ★ ★ ★
Vehicular Retail – Bikes, Vans, Trucks	Remote	★ ★ ★ ★
Door to Door Sales	Remote	★ ★ ★
Street Corner/Cart Vendors	Remote	★ ★
Pop Up Events/Roving Sales Teams	Remote	★

How effective is your indirect channel?

Take our 5-minute Indirect Channel Assessment now to get actionable insights that will improve your indirect channel.

[Start Assessment](#)

Telco Dealer Stores – Mono Brand

The first channel type is the mono branded dealer store. These stores are often smaller and less expensive to operate than the typical owned and operated corporate store.

This model can be used by dealers or franchisees, giving telcos greater distribution reach and excellent brand presence.

In many countries, these stores often sell other product sets, such as consumer electronics. They may also offer advanced services, such as device repairs.

Pain Points:

- Depending on how the telco is organized, these channels often use their own point of sale system. These systems can't communicate data back to headquarters in real-time, which results in missed opportunities due to improper analysis of sales patterns. Often, these systems rely on paper-based processes, which are expensive and inefficient.
- While it can be difficult to control the level of service provided, often the entrepreneurial spirit of the store owners will prevail, meaning they can achieve very good sales results without the expensive overhead of rent and staffing costs.

The Solution:

- Require this channel to use the same point of sale system as your corporate stores to gain visibility into sales activity.
- Ensure modern, digital practices are adopted by this channel, such as removing costly printers and paper in favour of a digital contract solution.

Even Better:

- Give dealers access to your mobile friendly sales and distribution system. Often, they will be proactive and employ roving sales teams that are based from the store.
- Ensure all their data becomes yours by using a co-ordinated system.

The Example: Telkom

Telkom, a South African-based carrier and Maplewave client, has had great success with improving their wireless performance in the past few years.

Since mandating that their Express stores (Franchise/Dealer Channel) use the same POS system as their corporate stores, the channel grew by over 30 points. This change enabled consistent inventory levels and delivered the same customer experience found in the larger corporate stores.

Now, this channel is barely indistinguishable from the corporate stores. As result, Telkom was able to achieve a **30% growth in mobile subscribers in just one year.**



Third-Party Chains – Consumer Electronics, Supermarkets, Pharmacies

The next type of channel is third-party chains. Also known as “store in stores”, these telco locations exist within other retail stores. This strategy relies on the popularity and foot traffic of other retailers so telcos can reach their target markets and gain exposure to different demographics.

In Australia and New Zealand, it’s common for telcos to have a presence within consumer electronic chains, like Harvey Norman and Noel Leeming. In South Africa, telcos often set up in clothing stores and pharmacies to give their clients easy access to their services despite complex geography.

When done well, these “store in stores” can be a big driver of revenue and sales volume. That said, this is a culturally driven channel that must be undertaken with knowledge and care.

Pain Points:

- Knowledge and level of service can be a challenge. Unless customers know what they need already, this channel can suffer. Stores carry a complex range of products, and the telco area is often secondary to other premium categories, making it difficult to get attention from staff.
- Execution and pricing consistency can also be a challenge. However, this is often offset by high footfall with customers who are often very ready to buy.

The Solution:

- Ensure the telco store isn’t an afterthought. If possible, telcos can staff these locations themselves.
- At the very least, install a simple stand-alone POS for store staff to use. This ensures real-time data visibility and enables the selling of serialized items, which is not possible with a generic retail POS.
- The POS can be a cut down version depending on the product set (simple prepay and handset vs complex subsidised postpaid). This gives customers a fast, paper-free, and relevant transaction, ensuring a positive experience.

Even Better:

- Give channel managers access to real-time data from your retail commerce system, which should not be tied to the main in-store POS.
- Use mystery shopping and NPS surveys, along with sales data, to ensure the service level in this channel stays premium and consistent.
- Don’t neglect the fine details, as this channel type can fail very quickly.

The Example: Tesco Mobile

Tesco Mobile in the UK is perhaps one of the most famous ‘telcos’ using this strategy. **Operating as an MVNO**, Tesco uses the “store in stores” model to leverage the tremendous footfall in their 4000+ store supermarket chain.

Due to the unique nature of telco sales, they resisted the temptation to use the supermarket POS and instead used the telco retail POS of their parent network, **O2** (part of the Telefonica Group).

Due to great training, this standalone channel has become famous for good value and great service. They have steadily gained market share in the UK and became the largest MVNO in 2021 **with a customer share of 7%**.



Telco Dealer Stores – Multi Brand

The next type of indirect channel is the multi-brand dealer store. Smaller and less expensive to run than a store exclusively dedicated to the telco's own brand, these stores are often hives of activity in the local community and carry an amazing range of gadgets at good prices.

Despite their advantages, caution is also required for this channel type. Because these operators also sell competitors' devices and services, it's imperative to find ways to drive brand loyalty so dealers prefer your product set.

Pain Points:

- Many pain points are the same as the mono branded dealer stores.
- Mandating a POS system can be difficult. These dealers sell other telcos' products as well as their own product set and grey market devices sourced from various wholesales. This means they can't use an exclusive POS.

The Solution:

- Give dealers an electronic sales platform. This lets them sell SIMs quickly. Advanced solutions enable number porting and let customers choose special numbers. This gives dealers a fast and simple way to sell your products electronically while communicating real-time sales data back to your headquarters.
- The right solution makes it simple and fast to sell airtime, which results in a dramatically improved customer experience vs accessing an online portal from a slow desktop. Easy to use solutions encourage dealers to prioritize the sale of your products versus your competitors, which helps drive profitability.

Even Better:

- Give your regional teams instant access to sales figures. This allows them to spot trends so they can step in and take action. Perhaps a vital piece of signage or brand collateral was removed and sales are now impacted - your field teams can get there quickly to rectify the situation!

The Example: Digicel Panama

Digicel Panama, part of the Liberty Latin America group of telcos, is a great example of how to run multi-brand dealers well. Their 'massive channel' is built off an entrepreneurial set of values that encourages people to run their own businesses.

Often set around major transport hubs, like bus and train stations, these 'mom & pop' telco stores sell services for all of Panama's networks, including their own set of telco focused products, like accessories and repair services.

What sets Digicel apart is they provide their dealers with a quick and easy transaction solution. This enables them to quickly sell and provision SIMs and send the sales data back to headquarters for analysis.

This fast-moving market is well managed and can easily react to changes. If a new station is opened, sales volumes at different locations may be affected. In the past, a change like this would take a lot of time to manage, but with access to channel data, Digicel's management team can quickly spot changes and take necessary action.



Vehicular Retail – Bikes, Vans, Trucks

The next type of indirect channel is vehicular retail. Having sales mobility is an important requirement for telcos today, especially for new product launches. A mobile fleet means telcos can service local events and other places where large groups of people gather.

In many emerging markets, wireless sales are dominated by salespeople who set up in parking lots or festivals with just a banner and a gazebo. A lot of 'tech malls' in Asia use this type of tactic, as well as agricultural shows in Europe, and university pop-ups all over the world. Sellers often use highly branded vehicles to get from point A to B. This can also draw in peripheral footfall to the event due to the 'cool' nature of the vehicles themselves.

Pain Points:

- Paper processes make the experience slow and cumbersome, and it can be difficult to accurately capture addresses and proof of ID.
- Conversely, lugging expensive POS equipment and generators to enable digital sales is also not an option.

The Solution:

- Telcos can empower their mobile sales teams with a streamlined tablet POS with a digital contract solution. This enables them to capture customer information and sell serialized items like SIMs and devices.

Even Better:

- Mobile sales teams must carry inventory, as today's customers expect to walk away with product in hand. A solution with modern inventory management capabilities will ensure each vehicle/location has its own inventory pool, reducing fraud and theft. Historic sales data can also be used to ensure the right amount of inventory is in on hand to maximize sales each day.

The Example: MTS Armenia

MTS in Armenia has a great solution for underserved villages – they go to them! Using a branded van and advertised routes and timings, the van will visit different villages a few days per week, stopping in one village in the morning and moving to another in the afternoon.

This tactic builds incredible customer loyalty and is one of the reasons that MTS have such a good market share. They use the van to dispense top ups and can even deliver devices that were ordered just a few days before, saving the villagers the hassle of a long drive into the city to collect their purchase.



Door-to-Door Sales

The next type of indirect channel is door-to-door sales. In emerging markets, door-to-door selling is extremely common and is an effective way to reach a large audience.

In cutting-edge markets, door-to-door selling is often regarded as old fashioned. However, this channel strategy is invaluable when selling fixed line and cable services. By working within established service areas, sales teams can be very targeted and present attractive offers that will win business from their competitors.

Pain Points:

- Many door-to-door sales teams still rely on paper-based systems. This results in a lot of time consuming (and thus expensive) work for the back-office teams.
- Training is another prominent issue. Door-to-door sales jobs tends to have high turnover, so getting new sales reps up to speed can be a challenge. Any training that is provided tends to focus on products and services, which means the overall experience can suffer from a lack of focus.

The Solution:

- Give door-to-door sales teams a 4G-enabled tablet with a built-for-purpose POS. This will let them capture customer information and build plans right on their doorstep. This solution helps customers visualize available packages so a decision can be made quickly. All in all, this offers customers an excellent experience.

Even Better:

- Integrate your POS with a digital contract solution. This lets your sales team quickly capture ID details, as well as retrieve authorizations and credit checks. An efficient system lets salespeople focus on building rapport instead of filling in forms, which enables a great experience.

The Example: AT&T & Comcast

In the United States, **AT&T** and **Comcast** use third-party specialists, such as Sway and Credico, to conduct door-to-door sales. Until very recently, these sales reps were lucky to have an iPhone and binder of printed leaflets about the different products on offer.

This sector has matured in recent years. Some operators are taking control of their customer experience by using a tablet-based system like was described earlier.

Other companies are taking door-to-door to a premium level. Companies, like **Enjoy.com**, who often work on behalf of the telco, offer an in-home sales experience, but also include a product set up and induction experience.

Smart telcos will capitalize on this trend by providing well-trained sales reps with a channel-specific tablet-based commerce system.



Street Corner/Cart Vendors

The next indirect channel is street corner/cart vendors. This channel type is common in large cities in Africa, as well as Asia, Central America, Latin America, and the Caribbean.

This strategy spreads a sales force over a large territory. Salespeople sell low-security, high-demand products, such as prepaid SIMs, airtime, data packs, and mobile money services.

Pain Points:

- Selling physical SIM packs and/or recharge vouchers depends on the seller's cash flow. This means if they run out of stock before their shift is over, they may not be able to buy more inventory.
- Without access to historical reporting, sellers must simply guess how much inventory they need. If sales are higher than expected, they may run out of product and miss hours of valuable selling time.
- Sales are manual in nature, which means sales information isn't visible to headquarters until the end of the day.
- Sellers don't have real-time visibility to their commission levels, and commission payments are slow due to the manual nature of the process.

The Solution:

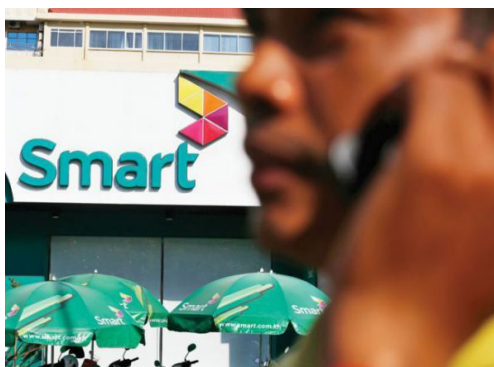
- A digital sales and distribution solution makes these types of sales effortless. The right mobile solution can be used to process sales, track inventory, and predict sales levels for a given day, helping sellers maximize profits.
- The right solution can also show commissions in real-time and interact with mobile money systems to eliminate cash.
- By making life easier for sellers, they will prefer to sell your product set versus your competitors', thus driving channel profitability.

Even Better:

- Select a solution that has the capability to geofence sales territories. This helps sellers focus on generating revenue instead of competing with other sellers. It also ensures all areas have good coverage, so your competitors don't monopolize certain spaces.

The Example: Safaricom & Smart Cambodia

In Kenya, **Safaricom** has a very strong indirect channel. All product lines are sold quickly and electronically, from **M-Pesa** top-ups to SIM sales and airtime additions. The customer experience is quick and easy. It's no wonder Safaricom is so dominant; they're one of the few telcos with **a market share of over 60% in one country**.



Cambodia is a very vibrant developing market. They're one of the last countries in the world to form a national wireless telecoms infrastructure - at one time they had more than 8 telecoms operators! After a period of consolidation, mergers and acquisitions, the number of active carriers is now lower.

One of Cambodia's success stories is undoubtedly **Smart**, part of the Axiata Group. Their network of street corner sellers, branded in their iconic 'Smart green', sell products and services on the fly. This channel has been a major part of their success story and has helped them dominate the market; **in 2018, Smart accounted for 1.5% of the entire country's GDP that year**. This is a phenomenal achievement that was driven by a relentless focus on getting SIMs into customers' hands.

Pop Up Events / Roving Sales Teams

The final type of indirect channel is pop up events/roving sales teams. Sometimes the best retail tactic doesn't involve waiting for customers to visit you – instead, you should go to them.

All over the world, telcos use pop up events to bring their retail experience to their customers. It's clear that employing roving sales teams is a strategy that's helping telcos win.

Pain Points:

- Selling inventory is not without security risks in an open space.
- Sellers also need power to run devices, the ability to capture IDs and proof of address, etc.
- Requirements can be specific to a particular country and operators may have their own business processes as well.

The Solution:

- A well branded, well-designed vehicle or inventory storage solution is imperative. Customers expect to walk away with product in hand and not wait for delivery. Therefore, the ability to carry inventory and track stock levels is imperative.

Even Better:

- Give your sales team a purpose-built retail solution that can complete sales from a smartphone or a tablet for an exceptional customer experience.
- An integrated digital contract solution removes paper from the transaction and lets salespeople capture IDs and other supporting documents using the device's camera.
- If authorizations are needed, integrated remote signing features can be used to verify and approve the transaction in seconds.

The Example: Vodafone Egypt

In Egypt, **Vodafone** uses branded jeeps to visit universities in the country's major cities. Sellers wear red clothes in line with Vodafone's brand and use music to bring attention to the event. Sellers are armed with special offers that will appeal to first year students. These events have produced excellent results for Vodafone, so much so that they're now regular visitors at university events each semester across Egypt.



The Ideal Indirect Sales Solution



A channel-specific solution lets telcos get the most out of their indirect sales. Here are the essential features.

As we've seen, indirect sales have their own unique challenges and opportunities. By investing in a solution that's been specifically built for the different types of indirect sales, telcos can dramatically improve profitability and efficiency while eliminating common pain points.

The benefits of a dedicated solution can be seen in three main areas: control, data visibility and customer experience.

Control

One of the biggest pain points that telcos experience with indirect sales is the lack of control over the channel. Because all activities are outsourced, it has been historically difficult to manage sellers' behaviour. With an indirect sales app, telcos can regain control over their indirect teams.

Establish Selling Areas

For remote sales tactics, such as street corner vendors and vehicular retail, it's not uncommon for sellers to get distracted and spend time jockeying for the best locations. This not only takes valuable time away from selling your products, but it may cause certain areas to be underserved.

Look for an indirect sales app that has geolocation capabilities. This allows telcos to establish sales territories based on coordinates. Telcos get alerts if sellers are working outside their established sales area, which helps eliminate poaching and ensures adequate coverage.

"Indirect sales apps that incorporate geolocation can be used to establish sales territories based on coordinates and support geo-targeted promotions and offers."

-Maplewave

Location-Based Discounts

Traditionally, indirect sales use manual processes that can't adapt to rapid changes. So, if a seller is overstocked with a certain item, telcos have no way to make changes on the fly that could turn a bad day into a good one.

By selecting a commerce app with geolocation capability, it now becomes possible to offer targeted discounts within a defined area to boost sales. Telcos can monitor sales activity and implement fire sales or location specific discounts within a defined area. This extra level of control can help ensure all sellers achieve peak performance.

Data Visibility

One of the most significant pain points in the indirect channel is data visibility. Many processes are manual, and sellers may use non-integrated systems that telcos don't have visibility to. By providing sellers with an indirect sales app, telcos can see key metrics in real-time so they can properly manage channel activities.

Inventory Levels

Strong inventory management is imperative for telcos. Without access to sales data, telcos must guess how much product to order and distribute. This can lead to over or understocked dealer locations, or remote sellers may end up with more or less product than they need. This not only ties up unnecessary working capital - it may also mean customers leave empty handed.

By providing channel sellers with the right indirect sales app, telcos get a real-time picture of their inventory levels. They can see how much inventory to order and provide based on historical sales, how quickly stock is turning, and more. This results in better decision making that maximizes profitability.

By choosing an indirect sales app with integrated logistics capabilities, inventory replenishment and shipping becomes even easier. Shipments can be tracked in real-time as they make their way to dealer stores, and proof of every step is collected for maximum visibility. This gives telcos insight into driver performance, proof of delivery, and more.

Sales Performance

It's difficult to make accurate decisions without having a clear picture of sales activity. This information lets telcos compare performance between stores, staff, and regions. It can also reveal new opportunities, or changes that need to be made.

By providing channel sellers with the right indirect sales app, telcos can see this key information in real-time. This can help pinpoint underperforming locations and sellers, as well as successful ones.

Customer Experience

Creating a great indirect sales experience is imperative – both for the end customer and the seller alike. Customers are looking for a fast, efficient experience. And because sellers often sell items for more than one telco at a time, an effortless sales experience can encourage them to recommend your products over your competitors. An indirect sales app helps telcos maximize profitability and loyalty.

“By providing sellers with a premier indirect sales app, telcos make life easier for outsourced teams. This helps build brand loyalty and drive channel performance.”

-Maplewave

Customers' Purchasing Experience

A complicated sales experience is a nightmare for customers. They want to be served as quickly as possible in a way that's convenient for them. That's the beauty of indirect sales strategies, as telcos can operate thousands of additional points of presence. Remote sales tactics, like pop up events, bring sellers to where customers gather for even more convenience.

Full-featured indirect sales apps integrate with key systems, which eliminates duplicate entry. When paired with a straightforward user interface, sales can be completed in a few steps for incredibly fast transaction times.

Seller's Inventory Experience

How inventory is managed is an important part of the seller experience. Street corner vendors typically purchase stacks of prepaid vouchers every day. The amount they purchase entirely depends on their personal cash flow. If they run out two hours before the end of their day, many cannot afford to buy more.

With a digital indirect sales app, the telco can lend credits to the seller so they can purchase more stock. This helps them maximize their performance. Additionally, because the app tracks sales data, it gives sellers an idea of the expected sales volume on certain days so they can better plan their inventory needs.

Commissions

Commissions are an integral motivator in indirect selling. However, many sellers have historically not had great access to these figures. By providing commissions in near real-time, this can be the carrot that entices multi-brand sellers to prefer a telco's products over others.

How Maplewave Can Help



Maplewave has the experience and solutions to help telcos transform their indirect channel.

If you're ready to optimize your indirect channel, Maplewave is here to help. We have the expertise and solutions you need to gain control and improve the channel experience for sellers and customers alike.

Indirect Sales App

Features:

- Channel-specific interface means sales can be processed quickly in just a few steps.
- Shows real-time inventory information and purchase orders can be created/received from the app.
- Can be used to create campaigns and promotions, or geo-fenced offers.
- Accommodates complex commission structures and shows earnings in real-time.
- Provides reports on key metrics.
- Integrates with key Operational Support Systems as well as the rest of Maplewave's platform.
- Route planning optimizes deliveries and captures key information, bringing transparency and efficiency to this process.

Benefits:

- The simple app is easy to use, encouraging dealers to sell your products over your competitors'.
- Commission information is displayed in near real-time, which reinforces desired sales behaviour.
- Lets dealers and outlets order and receive stock from the app while providing inventory visibility.
- Integrates with the billing stack so transactions are effortless – no swiveling or re-entering information.
- Route planning accuracy reduces delivery costs and supports inventory availability.

**Ready To
Revamp Your
Indirect Channel
But Aren't Sure
Where To Start?**

**Book your free
30-minute consultation
and receive a personalized
action plan to overcome
your unique pain points.**



Platform Advantage

Maplewave's solutions are part of our omnichannel platform. Our common infrastructure unites every channel, touchpoint, and third-party system into a single interface.

When deployed together, our solutions seamlessly pass information between each touchpoint for an end-to-end experience. Our solutions are also able to leverage common integrations, which further reduces costs and deployment time.

With a connected solution, real-time reporting can be viewed across channels in one place, making it easy to analyze performance, opportunities, and risks.

Consulting Services

Not sure how to get started, or need help determining how to optimize your indirect channel? Maplewave's telecom consultants can develop a channel strategy that works for your market and brings your long-term goals within reach.

Our consultants can:

- Review your indirect channel strategy and map solutions vs competitors.
- Review effectiveness of channels, ROI and % mix.
- Conduct detailed contract reviews of dealers and partners.
- Support training and rollout to ensure solution penetration.

Why Maplewave

Maplewave offers an experience you just can't get with other providers:

- **Thought Leadership:** With clients in 30+ countries, we use our global expertise to help our clients overcome any challenge.
- **Partnership Approach:** We strive to be a true partner and work collaboratively to find the best solution for our clients.
- **Flexible Solutions:** We develop made-for-telco solutions that are flexible enough to accommodate any situation or need.
- **Transact Anywhere Experience:** We enable end-to-end transactions in all channels - from the warehouse to the customer – and beyond.





About Maplewave

Maplewave is the premier provider of digital solutions and consulting services for the telecommunications industry.

Our goal is to facilitate end-to-end telco transactions in every channel, an approach we call Transact Anywhere. Our solutions connect all channels for a seamless experience - from the warehouse, to the customer, and beyond.

Over the past 30 years, we have transformed our clients into market leaders by providing unparalleled insights into every aspect of their retail operations.

We help our clients execute their channel strategy and deliver an enhanced customer experience through our telco-focused platform and global expertise.

Maplewave has global offices in Canada, South Africa, and the UK.

www.maplewave.com

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