UNDP CIRDA Workshop
Partnering With Mobile Telephone Companies

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Kampala, Uganda
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• Vodafone Global Enterprise
• How Do We Operate
• Partnerships
• Fundamentals of Partnership
It is a big, big place.

30M Square KM
The world's **fastest growing** technology market

- **More mobile money accounts** than bank accounts - Kenya, Tanzania, Uganda

- **43%** more Google ad clicks in Africa than in Western Europe in 2013

- **More mobile phones** than light bulbs in Uganda

- **720 million** Africans have mobile phones
Customers tell us that their world is changing rapidly

- Operational excellence & efficiency in global markets
- Demand for expertise in emerging & growing economies
- Innovation to drive growth & competitive advantage
- Secure, Simplified & Integrated communications
- Global talent retention & a mobilised workforce
How does a CIO in Africa....

- **Build a resilient network & infrastructure** to support our African operations?
- **Integrate local or African solutions with global systems and processes?**
- **Establish standard operating procedures and systems support?**
- **Use new technologies to “leapfrog” traditional ICT solutions & gain an edge on our competitors?**
- **Find the right skills & infrastructure locally?**
- **Efficiently support growth in new markets whilst maintaining established operations?**
- **Find the right communications partner across the region & across all of our needs?**
- **Control & manage IT costs and spend?**
- **Deploy corporate applications – even down to street-level operations?**
Vodafone Global Enterprise is a unique organisation that was launched to simplify how global customers manage their communications wherever they do business.
Vodafone Global Enterprise was launched...  
...to simplify the management of global communications

- Too many points of contact at national level
- An increasingly fragmented telecoms portfolio
- Escalating costs?
- Multiple telecoms providers and complex contract management
- Inconsistency of products and services

- Single global account team
- Global, regional or local contract
- Pricing and contracting authority
- Global and local support
- Globally consistent products and solutions
### African Group Structure

#### Vodafone Opco’s
- Ghana
- Egypt

#### Partner Markets
- Safaricom in Kenya

#### Vodacom Business Africa OpCo’s
- Kenya
- Cameroon
- Angola
- Tanzania
- South Africa
- DRC
- Ghana
- Cote D’Ivoire
- Nigeria
- Mozambique
- Zambia
- Sierra Leone
- Uganda

#### Vodacom International Mobile OpCo’s
- Mozambique
- Tanzania
- Lesotho
- DRC
- South Africa
Our global footprint

#1 international mobile provider
- 434m customers worldwide
- 161k base stations, 16.2m M2M connections
- UK’s most valuable brand - $30bn brand value

Acquiring total communications assets
- Global & local fixed networks

Secure global network
- 1 million+ km fibre network
- No.2 global voice carrier
- Deep in-country networks – 15 markets

Acquiring strategic capabilities
- Expense management solutions
- IT & communications consulting (Bluefish)

Project Spring
- £19bn investment in next generation capabilities by 2016

Award winning cloud services
- Highly secure end-to-end SLAs
- Managing Europe’s largest email system
- 3.5m+ Vodafone One Net customers
A focused approach to Africa

4 Sub-Regions each with a key hub location

- **Southern Africa** - Johannesburg
- **East & Central Africa** - Nairobi
- **West Africa** - Accra
- **North Africa (& the Middle East)** - Cairo
Help me operate in Africa

Vodafone mobile services

Vodafone mobile Operating Company

Vodafone mobile Partner Agreement
Extended through **Partners & Affiliates**
Help me operate in Africa

Our MPLS infrastructure

- Domestic & international MPLS PoPs
- International MPLS PoPs
- MPLS partner
- POPs coming soon
- Satellite coverage

VGE commercial hub
VSAT hubs
Data centre
Satellite Services

Vodafone Product:
IPVPN, Ethernet, data link

Ethernet
Streamlining Supply Chain

1. Funded By Coca-Cola & Bill & Melinda Gates Foundation
2. 24,000 Mango Fruit Farmers
3. Centralized Payment Through Producers Business Groups (PBG’s)
4. PBG Pays Farmers Through M-Pesa (Reduces Middle Man Cost)
5. Technoserve Trains & Sign Ups Farmers (Saves Traditional Bank Costs)

Note: Average Payment/Season For Farmer is KSH 10,000
Community Health Worker Training

1. Partnership: AMREF, Accenture, & Vodafone: Safaricom & Mezzanine
2. Community Health Worker Training Expensive: 1M Shortage
3. Mobile Phone Utilized For Training: 20% Better Knowledge Retention
4. 318 Trained: Scaling to 3,000 in 2-Years
5. Add Smartphone Functionality For Application Advanced Content

Note: Partner Funding Model Can Scale To 100,000s
For example, migrant workers use the service to send money home to family in rural areas, who can withdraw the cash from a neighbourhood M-Pesa agent.
Thank You

“Partnering with Mobile Telephone Companies”

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Co-Creation  Innovative Products & Services
M-Pesa  WFP Money Transfer

Closed Loop

1. WFP Moving To Cash Vouchers
2. Prefer Closed Loop For Tracking
3. M-Pesa Designed Specifically For WFP
4. Advance Applications Include Integration with Biometric Databases
5. Future is Cash Transfers
Ecosystem Mezzanine

Automatic data collection from wireless sensor devices [machine generated]

Manual data collection software [end user generated]

Global M2M Platform
- Dedicated global data network

Device/ Data Management
- Versatile software platforms

Types of applications
- Workflow management
- Stock Management
- Chronic disease management
- Asset Management
- etc.
Partnership Ecosystem

- Information
- Finance, loan, and insurance
- Input supply
- Farmer
- Agri-business
- Digital marketplace
- Path to market
Fertilizer Subsidy Program

1. Resilience of Agribusiness For Smallholder Farmer By Increasing Access To
   1. Finance
   2. Information
   3. Markets

2. Government Verification of Farmer Eligibility

3. Register Paper To Digital

4. Register Agro Fertilizer Dealers

5. Issue E-Vouchers To Farmers

6. Farmers Redeem E-Vouchers With Dealers

7. Reconciliation Between Dealer & Bank
Registered Farmers

**First name:** Dave  
**Surname:** Kamponi  
**Cell number:** 254716209123  
**ID:** 7712155099333  
**Date of birth:** 15 December 1977  
**Gender:** Male  
**Village:** Kiambogo  
**Crop type:** Coffee  
**Farm size (ha):** 5

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**Name** | **Cell Number**  
--- | ---  
David Green | 27845632336  
Indy Tangle | 254716209585  
Tom Coffbean | 254711222333  
Will Mouti | 27845632336

**Farmer surname:** Dave  
**Farmer name:** Kamponi  
**Vouchers to issue (KSh):** 5,000.00

**Category** | **Amount**  
--- | ---  
Coffee KAN | 2,000.00  
Coffee Turbo31 (10... | 3,000.00

**Voucher category:** Coffee KAN  
**Voucher category budget (KSh):** 497,200.00  
**Voucher amount (KSh):** 2,000.00  
**Remaining budget after issuing voucher (KSh):** 495,200.00
**E-Voucher Creation/Approval Mobile View**

### Farmer Subsidy Approval

<table>
<thead>
<tr>
<th>Category</th>
<th>Crop Type</th>
<th>Remaining Budget (KSh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee KAN</td>
<td>Coffee</td>
<td>497,200.00</td>
</tr>
<tr>
<td>Coffee Turbo31</td>
<td>Coffee</td>
<td>791,000.00</td>
</tr>
<tr>
<td>Tea K</td>
<td>Tea</td>
<td>400,000.00</td>
</tr>
</tbody>
</table>

### Approved Farmers

- **Voucher category:** Coffee Turbo31 (10.1.5)
- **Amount per area (KSh / 0.25 ha):** 150.00
- **Max area per farmer (ha):** 9
- **Crop type:** Coffee
- **Voucher category budget (KSh):** 791,000.00
- **Vouchers to be issued (KSh):** 9,000.00
- **Remaining budget after issuing vouchers (KSh):** 782,000.00

<table>
<thead>
<tr>
<th>First Name</th>
<th>Surname</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>David</td>
<td>Green</td>
<td>2,400.00</td>
</tr>
<tr>
<td>Tom</td>
<td>Corfean</td>
<td>4,800.00</td>
</tr>
<tr>
<td>Will</td>
<td>Mouti</td>
<td>1,800.00</td>
</tr>
</tbody>
</table>
**E-Voucher Confirmation Mobile View**

Dear David Green, a Coffee KAN voucher with value KSh1,600.00 was issued to you. To redeem it, go to a participating Agro Dealer and show the voucher number AAA043776. From the Ministry of Agriculture.

Dear Will Mouti, a Coffee Turbo31 (10:1:5) voucher with value KSh1,800.00 was issued to you. To redeem it, go to a participating Agro Dealer and show the voucher number 8F243448. From the Ministry of Agriculture.
**Stock Visibility Solution**

**Stock on hand**
If you are experiencing any challenges relating to stock levels at your facility, please contact your referral Hospital Pharmacist or relevant District Pharmacy Manager.

**Mobile Application Support**

**Connection**
How to check if your phone is connected to the network: In the top right hand corner of your mobile screen you should see a triangle with 4 bars. Left of it should be a connection type either 4G, 3G, 2G, EDGE. If it is not connected, check if your “Mobile Data” is activated.

**Application Synchronization**
It is important to synchronize your application every time you open the iStock app. In the top right hand corner of your app there is a circle - tap it on to sync it to save it to your phone. Once it has stopped spinning you will see a message “Synchronize” which means your app is ready to use.

**Contact Support**
Questions about the application? Please contact the Mezzanine help desk on:
Email: support@mezzaninemed.com
Tel: 021 880 2222
WhatsApp: 071 689 4311

![Stock Visibility Solution Diagram](image-url)
POS Base of Pyramid

Order Management: BOP

1. EDI Switch in South Africa Multiple Message Types
2. Message Processing Between Supplier & Retailer
3. Mobility For Informal Traders
4. Dual SIM
5. Biometric Capability
6. Real Time
7. Point of Sale