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Latinoaméricain et Caribéen



Case TELESUR: TELESUR multimedia innovation Lab

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Intra-Regional Relations

Seminar on mechanisms to support innovation for SMEs in Suriname
Paramaribo, Suriname
11 and 12 April, 2013
SP/SP-SBF-SMSI-SMES-DI N° 6/13

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Printed in the Permanent Secretariat of SELA, Caracas, Venezuela.

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Local SMEs innovation experiences

The Telesur Case: Telesur Multimedia Innovation Lab

P. Tevreden / A. Daclwig / J. Jeffrey
April 11th 2013

Mission / Facilitate communication through innovative market-based solutions

Vision / Remain the leader of communication development of Suriname



TMIL

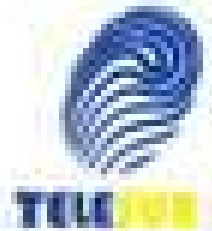


- The Telesur Multimedia Innovation Laboratory (TMIL) is an initiative of Telesur and is implemented in collaboration with the Anton de Kom University of Suriname (ADEKUS).
- The innovation lab is meant to serve as a creative incubator, a knowledge center and a laboratory.
- Through this fusion at the university complex, a fine combination of creativity, knowledge, new entrepreneurship and innovation together, will originate in a unique way in this new lab.

Main targets TMIL:

- Capitalizing on the trend of mobile software development services and generating new revenue ways.
- Social Corporate Responsibility
- Increase youth Entrepreneurship

WHAT ARE YOU DOING?



Why Innovate?

- In Suriname 2 competitors:
 - One is from a small Caribbean Island with a population density of 322/km²
 - Second one is a multinational which is active in more than 65 markets

Changing environment

- Fierce competition
- Demanding customers
- Declining revenues of traditional cash cows (international and mobile voice services)
- Result: we should be cautious about our investments

WHAT ARE YOU DOING !



Featured Case Studie



- Mobile app Solution for Telesur

Tele.G (mobile division Telesur) Bonus alert app

Case: Every end of the month but on a random day, Telesur rewards customers that recharge their prepaid balance on the bonus day with 100% bonus credits.

Solution: Through push notifications in the mobile apps Telesur can reach a large number of customers directly on their mobile to alert them to recharge their credits to receive the 100% Bonus.

Platforms:

- Android
- BlackBerry
- iOS



WHAT ARE YOU DOING !



Development of customized VAS software (Value Added Services).



Key factor in generating revenue through mobile app:

Developing customized mobile software applications which will be optimal solutions to sell content to end-users.

Including:

- VoIP apps development;
- Development of Android IMS (IP Multimedia Subsystem) stack solutions
- PTV apps development;
- CCTV solutions development (digital surveillance, video tracking, face recognition, digital ads replacement systems)
- Mobile banking solutions;
- Mobile advertising solutions;
- Mobile games development.

Telecom looks to offer mobile software solutions across such platforms as

- Android
- iOS
- Blackberry

WHAT ARE YOU DOING?



Telesur's NICE Strategy

- Focus on Network, Information, Communication and Edutainment Services
- 15% annual revenue growth
- 60% of revenue in 2016 comes from Information and Edutainment services (x% in 2010)

WHAT ARE YOU DOING !



IT and Telecommunications



IT sector has become an inseparable part of telecommunications industry.

To stay on top of the competition, Telesur uses the latest technologies to improve the quality of delivered services.

Changing market needs

User's aspirations for mobile handset are constantly rising and exceed its basic function of calling.

People want to:

- Access business information
- Download music
- Play games
- Share media and content
- Watch streaming video
- Use GPS navigation
- Send instant messages to friends from anywhere.

WHAT ARE YOU DOING?



Telesur's Innovation Competition



- **Goal:** to stimulate creativity and participation (*involvement?*) of all Telesur employees
- **Approach:**
 - Large promotion campaign
 - Innovative Launch Party
 - US\$ 10.000,= price

WHAT ARE YOU DOING?



Result



- Great involvement (54 new Ideas)
- 3 working products in 4 months
- 1 product already launched

Next Steps...

Taking the competition beyond Telesur into a open environment for everyone through a Innovation lab

WHAT ARE YOU DOING?



TMIL promotional VIDEO



WHAT ARE YOU DOING?



Thank you

WHAT ARE YOU DOING !