

15:15–15:30 | Unlocking Revenue – Network API
Use Cases for Wireline & Wireless Providers



HENRY CALVERT

Head of Network

GSMA™

Who are the GSMA?

The GSMA unites the global mobile ecosystem to drive innovation and unlock the power of connectivity, enabling people, industry, and society to thrive.

Three Pillars of Impact

Connectivity for Good

Promotes policies and innovation that advance digital inclusion, sustainability, and climate action.

Industry Solutions

Supports technology, interoperability and collaboration across areas like 5G, IoT, fraud and security.

Events

Brings the global ecosystem together through flagship events such as MWC and regional M360s



What's today's most critical CONNECTION?

Cloud Services

- SaaS
- PaaS or CPaaS
- NaaS
- IaaS
- List is growing...

Operators accelerate the industry in both technical and commercial directions

\$30-40Bn



API Connectivity enablement

\$200-360Bn



Enhanced Connectivity

\$70-100Bn

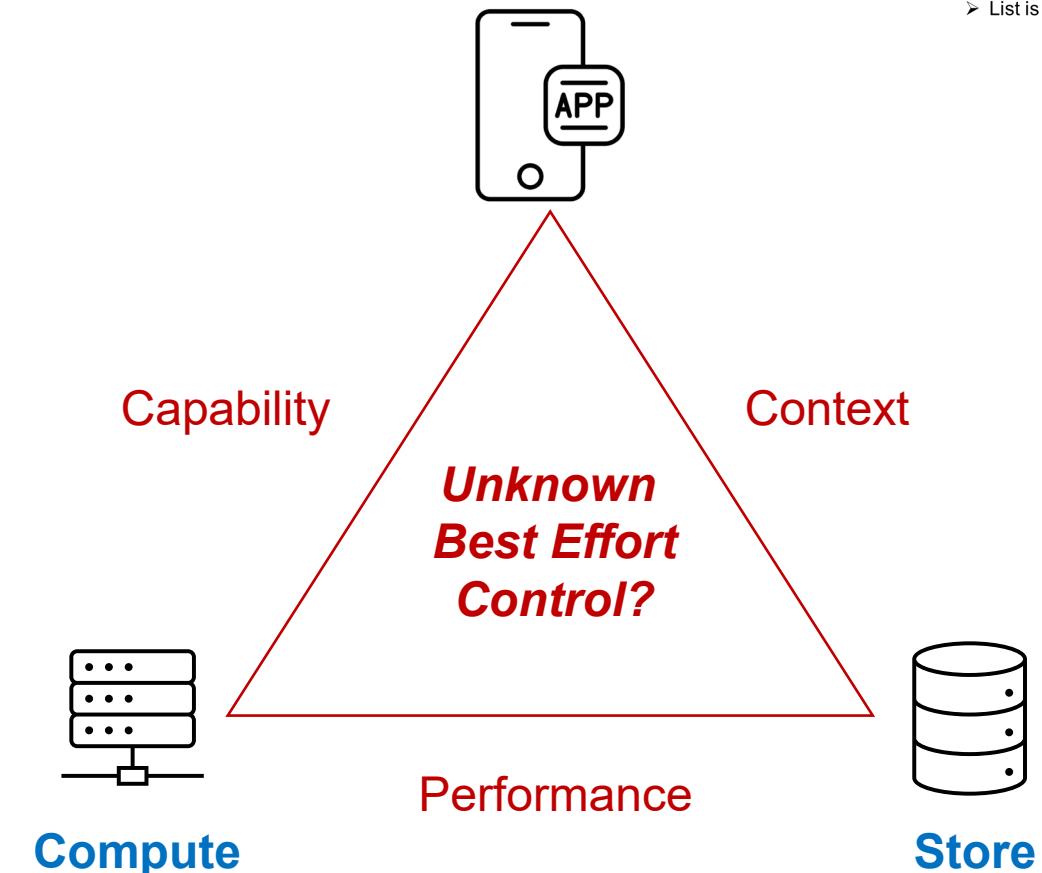


**Beyond Connectivity
EDGE IaaS**

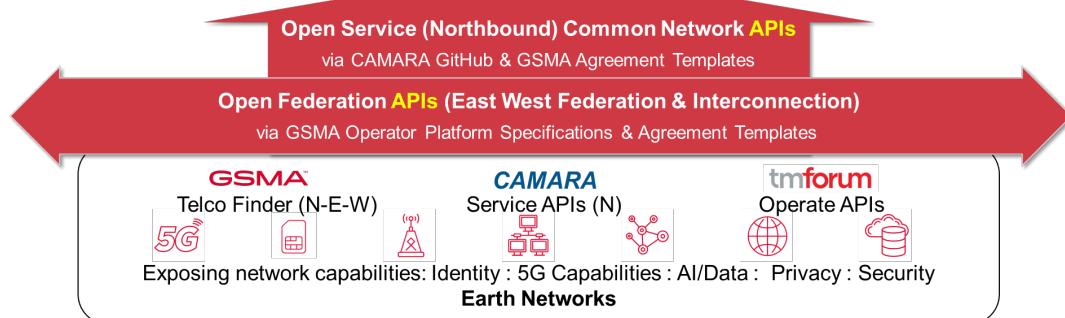
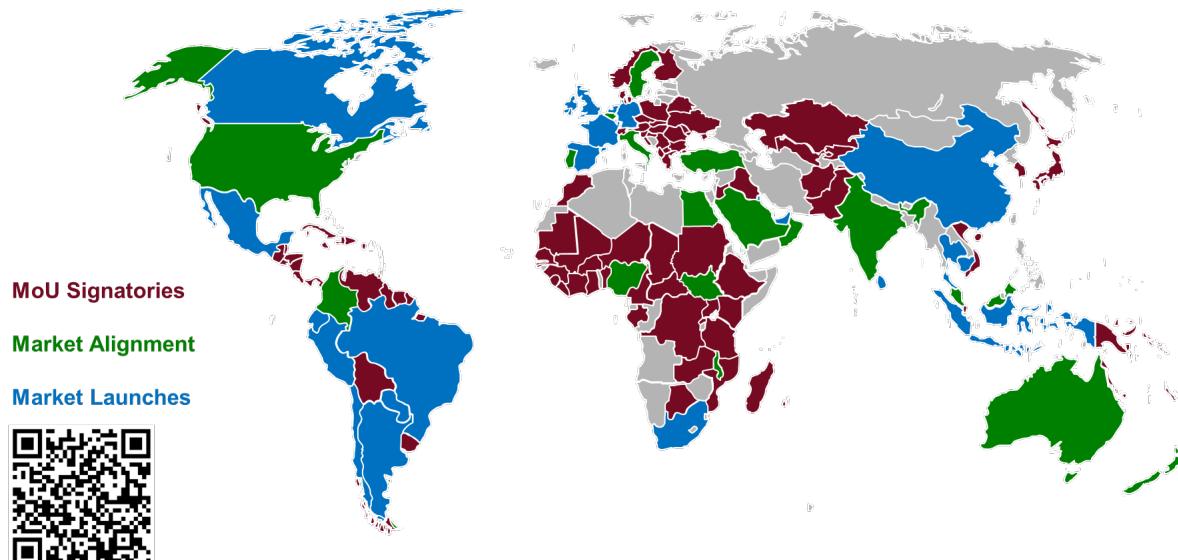
\$300-500Bn

Total value in Core Telco Services

McKinsey 2023



A common glue between Cloud Infrastructure and Mobile Networks



Impact

135

80 operator groups and 55 Channel Partners representing 292 networks covering 80% of mobile Connections

Assets

191

Certified APIs from 66 CAMARA Tagged Released APIs. A further 34 APIs in Development

Delivery

273

API Instances commercially launched across 85 networks in 50 markets of which 21 markets have achieved 100% API Alignment

Multiple vertical present significant opportunity

● High ● Low



1. Mobility

Key insights

High potential driven fast-growing applications such as autonomous vehicles (cars, trucks) and micro-mobility with high connectivity requirements



2. Retail & E-commerce

Significant demand for personalized advertising and digital shopping experiences across e-commerce and brick-and-mortar retail (inc. supply chain use cases)



3. Media & Entertain.

Significant value in “media on-the-go” in segments such as gaming, VR, streaming, and in event-specific entertainment (e.g., geofencing for stadiums), which require enhanced connectivity



4. Banking & Finance

Besides fraud prevention use cases already live, there is still room to explore (e.g., QoD for critical banking operations, localization for personalized insurance)



5. Energy & Utilities

Opportunity in Energy and Oil&Gas with multiple use cases where secure, reliable connectivity is required (e.g., localization for drone remote inspections, QoD for VR maintenance)



6. Healthcare

Potential in tele-medicine segment (e.g., high-quality video consultation, ambulance video stream), with some applications still very nascent (e.g., remote robotic surgery)



7. Industry & Manufactur.

Limited value creation in manufacturing as most digital use cases are “inside building”, not requiring critical 5G connection; construction sector with low levels of digitization

Potential opportunity



High potential vertical but more mature (already being addressed)

Americas highest API use case Demand

Global Digital Transformation Survey

Date: Feb 2025

4,200 enterprise decision makers.
10 sectors. 21 countries.

Authentication and Fraud Prevention

Communication Quality & Computing Services

Payments and Charging

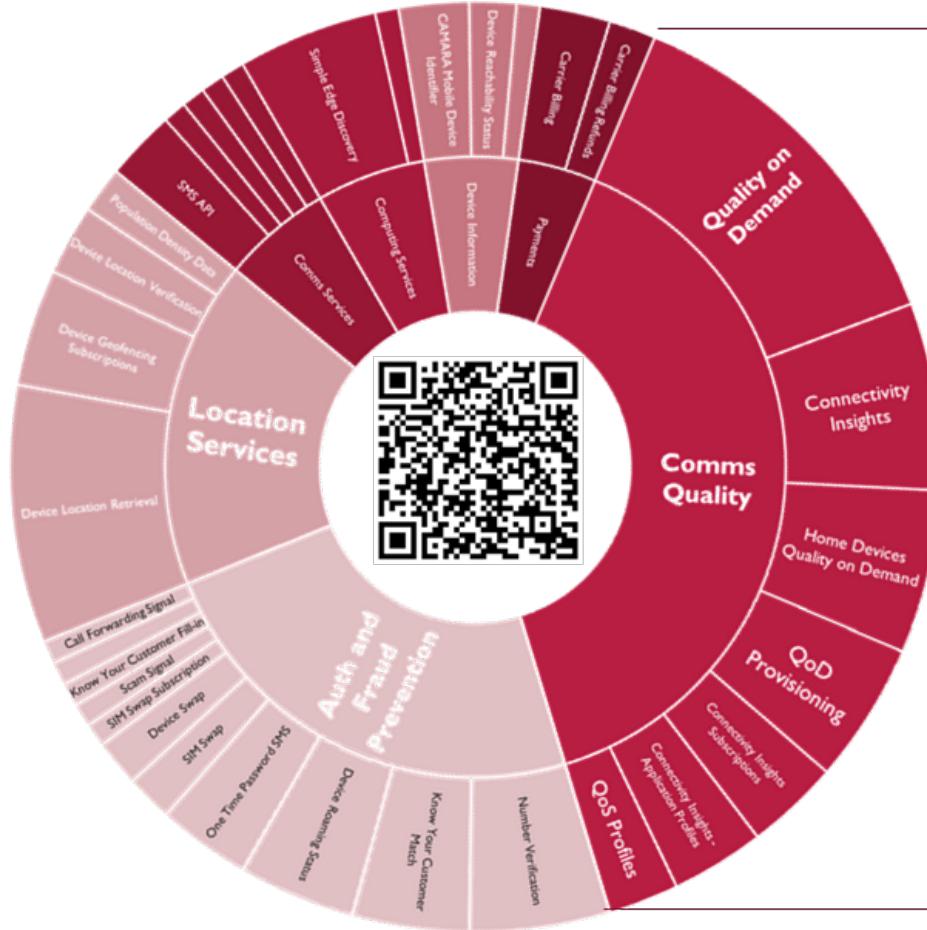
Location Services & Device Information

IoT Services

Communication Services

Key CAMARA APIs	
Authentication and Fraud Prevention	Communication Quality & Computing Services
Call Forwarding Signal	Connectivity Insights
KYC Match	Quality on Demand
Number Verification	Simple Edge Discovery
Scam Signal	
SIM Swap	

Communications Quality (QoD) is the next Case for value

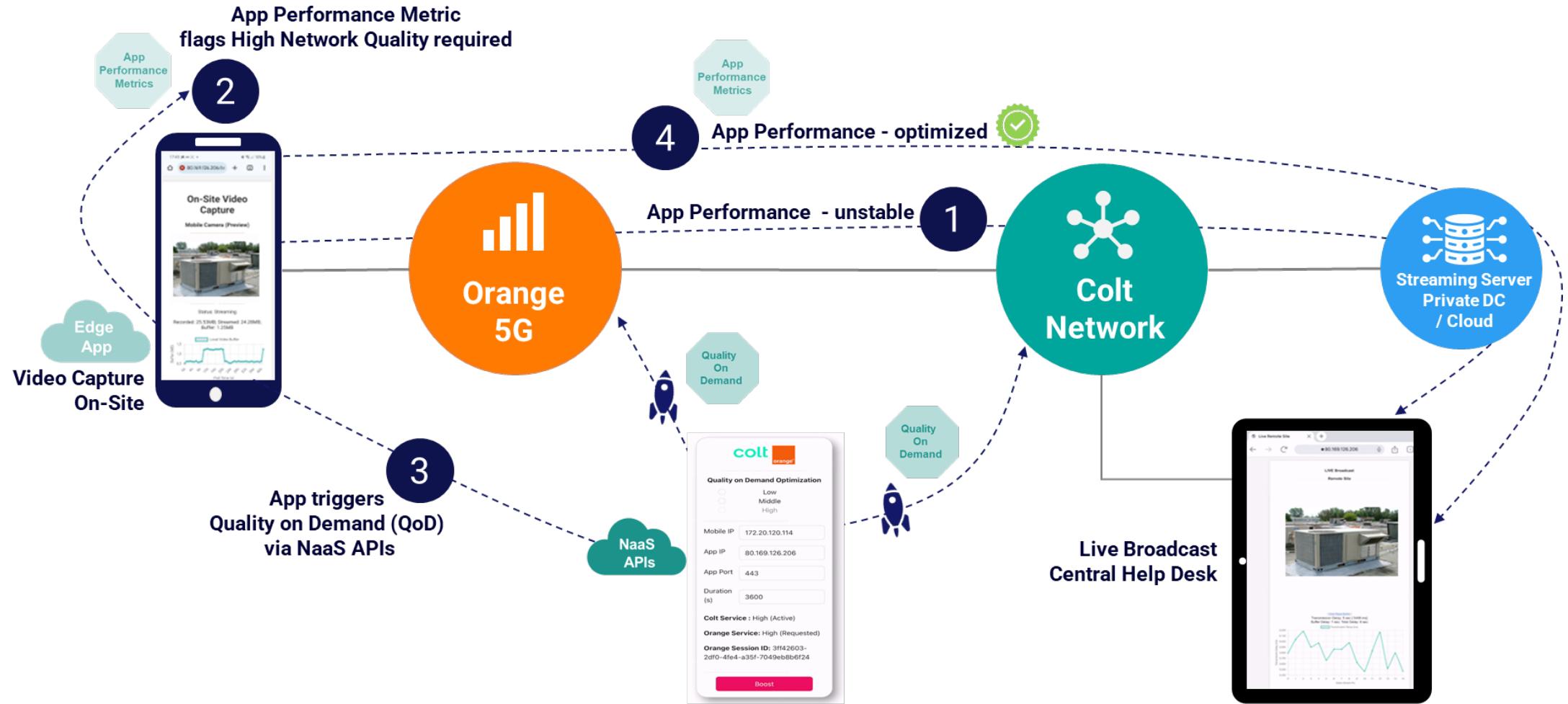


40% use cases
are Comms Quality

\$20-54bn
2023 McKinsey Report

Real-Time Quality on Demand – MWC Barcelona 2025

9



Open Gateway – Case Study Library

33 Published





ABA Bank delivers seamless authentication and registration
Case study for banking using the CAMARA-standardised Number Verification API – [View API Descriptions](#)

Business Problem
There are more than 260 scam operations based in Cambodia. In cases where banks use SMS-based, one-time-passwords for authentication, scammers try to manipulate users into sharing these passwords and other personal information. If successful, the criminal can then access the victim's account from their own handset and authorise transactions.

Impact
Following in the footsteps of ABA Bank, Wing Bank and Acelda Bank are also now employing the Number Verification API, which enables end users to verify their phone number, register and log in within milliseconds. Collectively the banks use the API to authenticate more than 1.2 million transactions each month.

Technical Solution
Cambodian mobile operators Metfone, Smart A! and Celcom collaborated with i2CAT to provide ABA Bank with a Number Verification API (based on the CAMARA standard) which automatically verifies a device's mobile number matches the registered for mobile banking. This solution removes the need for one-time passwords, increasing the security of users' accounts.

Value
By enabling frictionless and secure user registration and authentication, the mobile operators' Number Verification API is helping to increase usage of banking, thereby supporting the development of Cambodia's digital economy.

"The security and convenience of mobile banking is our top priority, and the introduction of i2CAT's Number Verification API will allow us to provide ABA Mobile users with an easier authentication process, keeping the app secure at the same time. The bank will continue bringing the latest developments to the local market, further accelerating the digital transformation throughout the country."

Askhat Azizhanov
ABA CEO



ViRe helps to enforce restraining orders
Case study for personal safety using the CAMARA-standardised Device Location Verification API – [View API Descriptions](#)

Business Problem
Restraining orders imposed by the legal system can be difficult and expensive to enforce. Yet, for their peace of mind and personal safety, victims of harassment or assault need to know that the aggressor is complying with such orders.

Impact
ViRe is designed to complement and back up existing protective devices, such as electronic bracelets. In addition, ViRe offers insights into the aggressor's behaviour patterns to help prevent future incidents.

Technical Solution
Developed by i2CAT, Telefonica, Vodafone, Ma and LAUDE, the ViRe (Violence Restriction) API employs CAMARA-based APIs to monitor a zone around the victim and their family and/or visited locations. The solution uses AI to analyse data generated by Device Location Verification, Qui Demand, Number Verification, Know Your Cust Device Swap APIs.

Value
The solution strengthens victim protection by sending reliable alerts even during periods of network congestion, while reducing costs and intervention times. It represents a robust backup to prevent fraud in restraining orders.

"This model opens up new opportunities for companies like LAUDE to devise innovative applications with a great social impact by taking advantage of the network's advanced capabilities. This new paradigm will allow us to offer new and better services to citizens."

Ana Moliner
Director of the Innovation Business Development Department & Strategy at i2CAT.



Alibaba Cloud increases the reliability of mobile payments
Case study for fintech using the CAMARA-standardised Quality on Demand API – [View API Descriptions](#)

Business Problem
Unstable mobile connections impact about 16% of the hundreds of billions of transactions processed annually by Alipay. Alibaba's mobile payment platform Alipay currently densely populated areas, such as shopping malls or transport hubs, or in fast-moving environments, such as on trains, these issues can increase transaction latency and reduce success rates.

Technical Solution
Through China Mobile's Ability as a Service (AaaS) platform, Alipay is utilizing the operator's CAMARA-based Quality on Demand API, which provides a programmable interface for developers to request stable latency or prioritised throughput. The API also supports differentiated billing.

Value
China Mobile's QoD API and ZTE Network Exposure Function have been widely adopted to support mobile gaming and mobile payments, with 25 enterprise customers signed up as of Oct 2024. Each month, it processes more than 34 million API calls and has generated tens of millions of yuan in revenue since launch. Users of China Mobile's own Cloud Drive service have experienced a 43% increase in average download speeds and a 22% increase in upload speeds.



New Value through CAMARA APIs & Interoperability



- 5 Markets
- Number Verify
- Age Verification



- 15 Markets
- Scam Signal



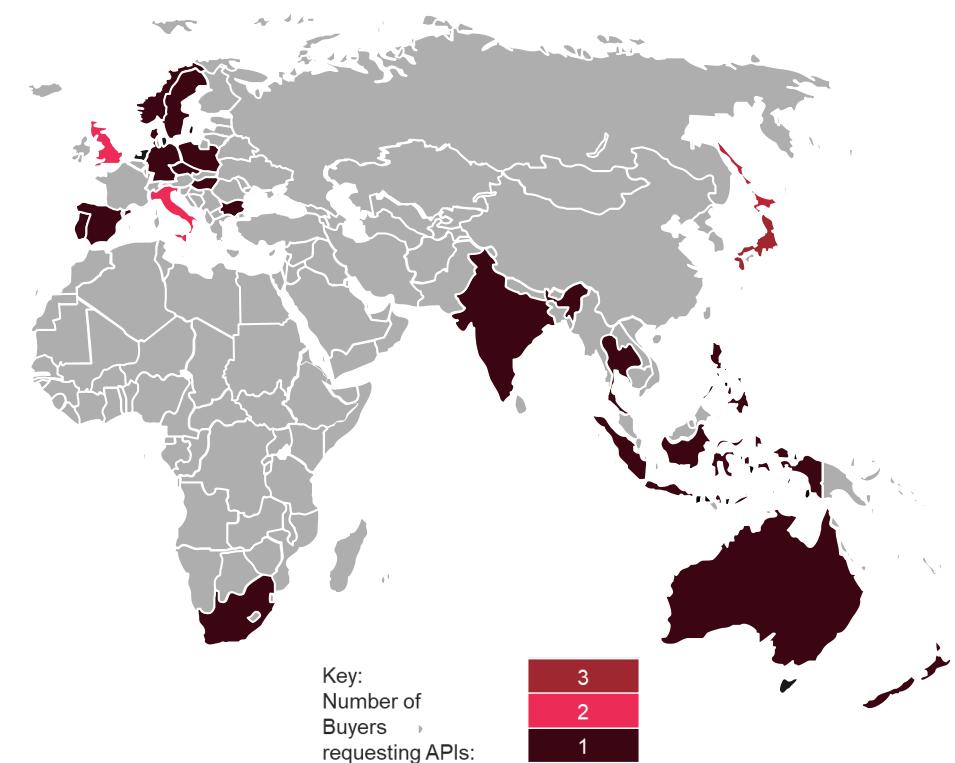
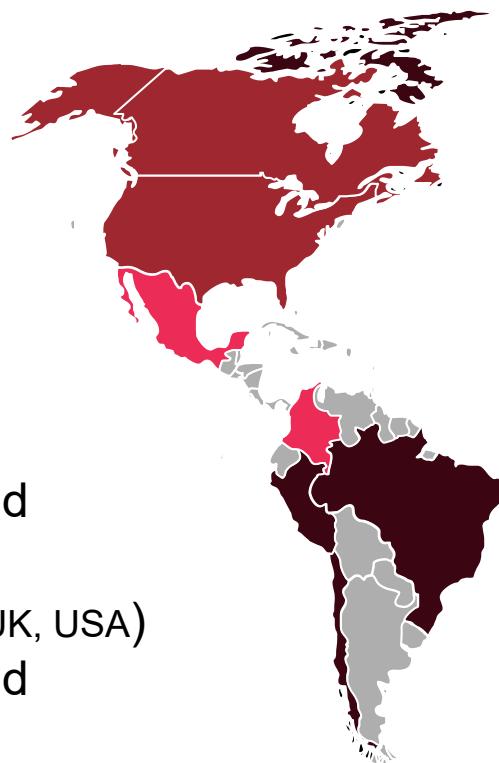
- 17 Markets
- Quality on Demand



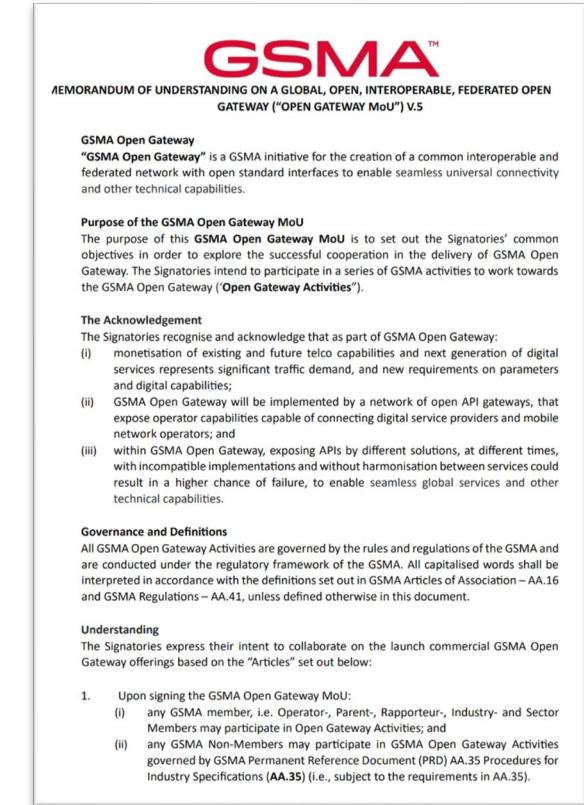
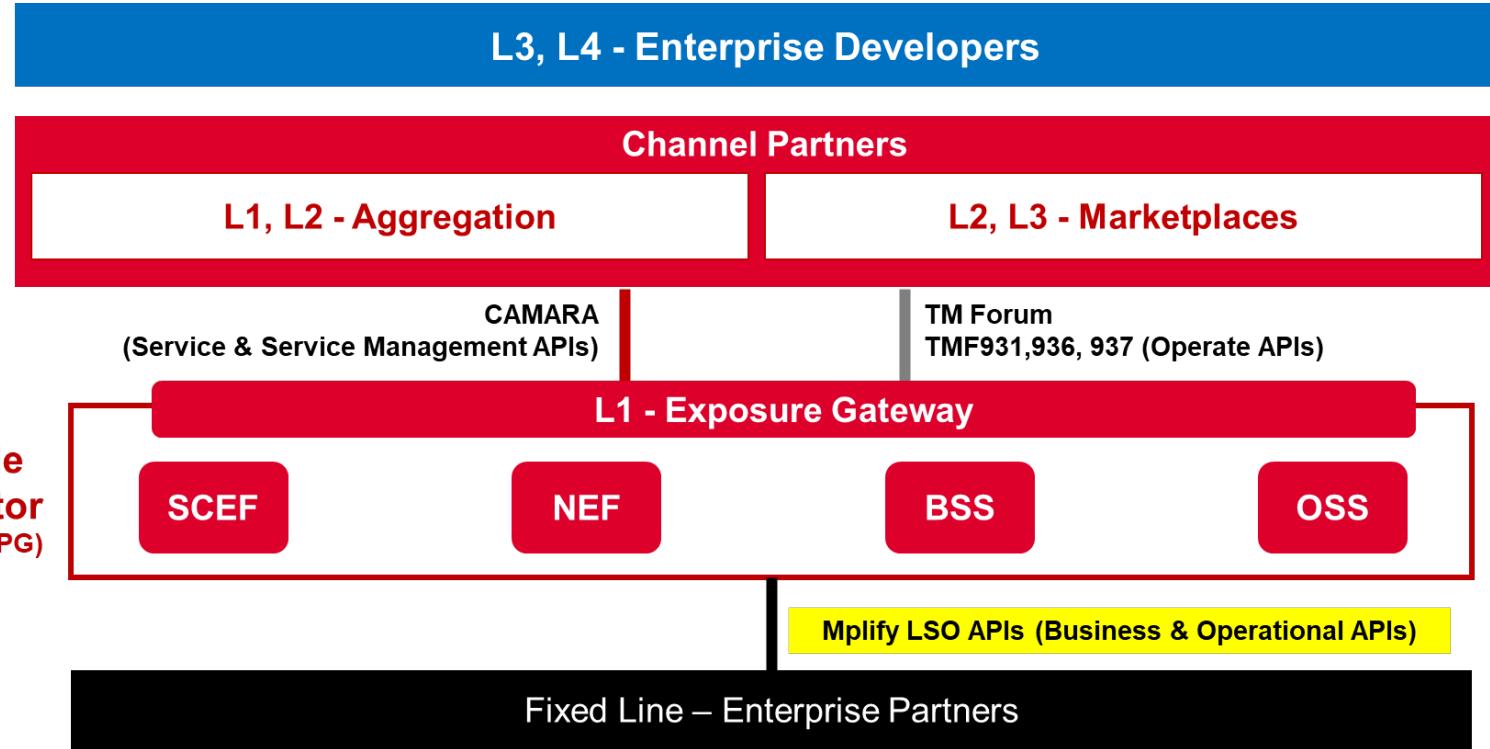
- 3 Markets (Japan, UK, USA)
- Quality on Demand



- 3 Markets
- Behavioural Data



Fixed Line integration to Improve QoD with Mplify



GSMA Open Gateway Framework

GSMA MoU

Key Takeaways

1

Application-Led Connectivity

Transforms networks into intelligent ecosystems, letting apps adapt performance in real time for AI, gaming, IoT, and immersive experiences.

2

Converged QoD Across Networks

“Colt’s On-Demand NaaS and Orange 5G deliver seamless, end-to-end performance across fixed mobile networks for uninterrupted services and simplified management.

3

Standardization & Monetization

Mplify and GSMA CAMARA APIs drive interoperability, reliability, and new revenue opportunities

Thank you!





Global NaaS Event