

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?

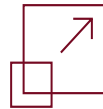
Operators accelerate the industry in both technical and commercial directions

\$30-40Bn



**API Connectivity
enablement**

\$200-360Bn



**Enhanced
Connectivity**

\$70-100Bn

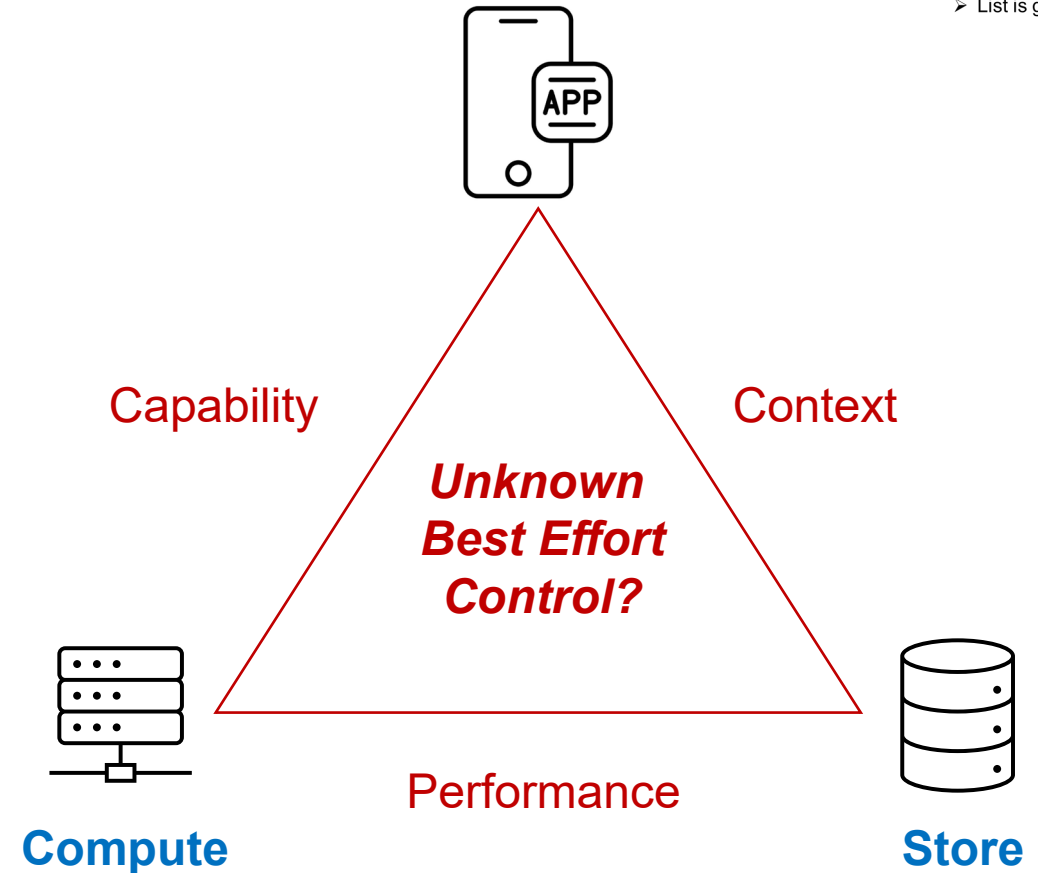


**Beyond Connectivity
EDGE IaaS**

\$300-500Bn

Total value in Core Telco Services

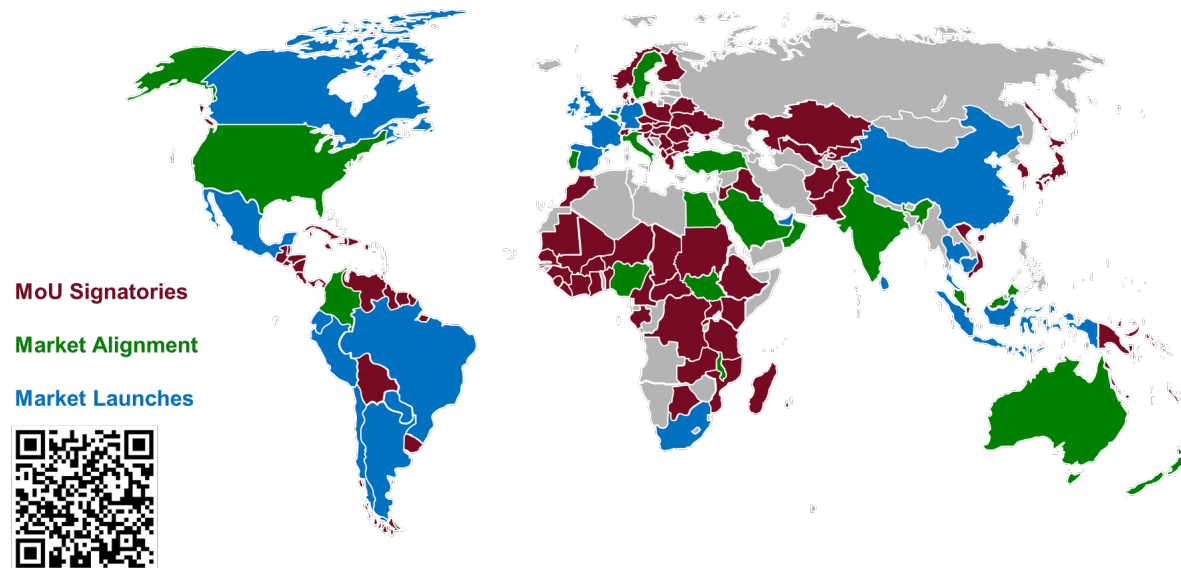
McKinsey 2023



Cloud Services

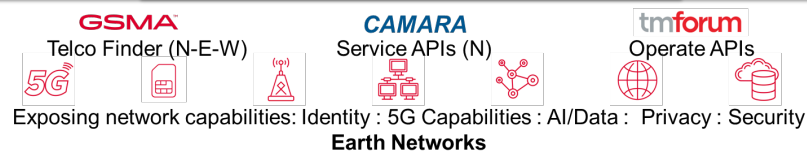
- SaaS
- PaaS or CPaaS
- **NaaS**
- **IaaS**
- List is growing...

A common glue between Cloud Infrastructure and Mobile Networks



Open Service (Northbound) Common Network APIs
via CAMARA GitHub & GSMA Agreement Templates

Open Federation APIs (East West Federation & Interconnection)
via GSMA Operator Platform Specifications & Agreement Templates



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	2. Retail & E-commerce	3. Media & Entertain.	4. Banking & Finance	5. Energy & Utilities	6. Healthcare	7. Industry & Manufactur.
<i>Key insights</i>	High potential driven fast-growing applications such as autonomous vehicles (cars, trucks) and micro-mobility with high connectivity requirements	Significant demand for personalized advertising and digital shopping experiences across e-commerce and brick-and-mortar retail (inc. supply chain use cases)	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	Besides fraud prevention use cases already live, there is still room to explore (e.g., QoD for critical banking operations, localization for personalized insurance)	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)	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)	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)



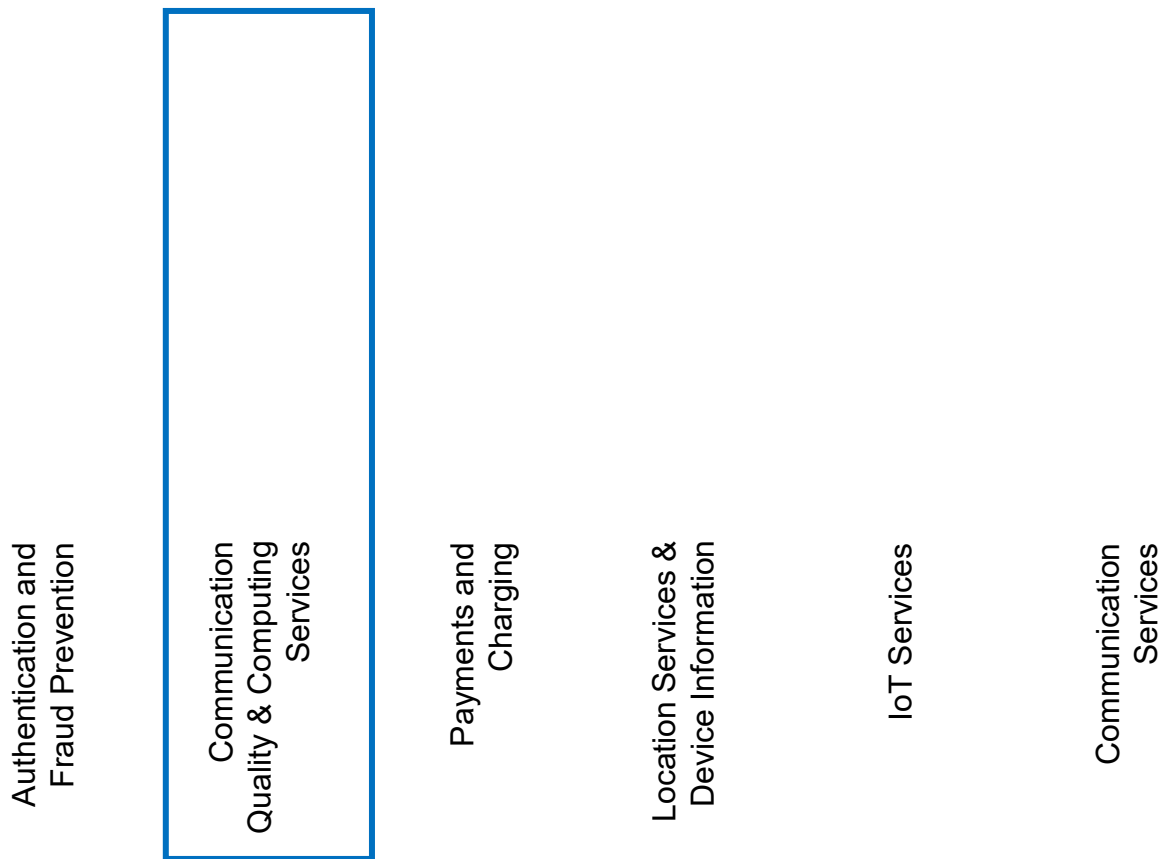
Americas highest API use case Demand

Global Digital Transformation Survey

Date: Feb 2025

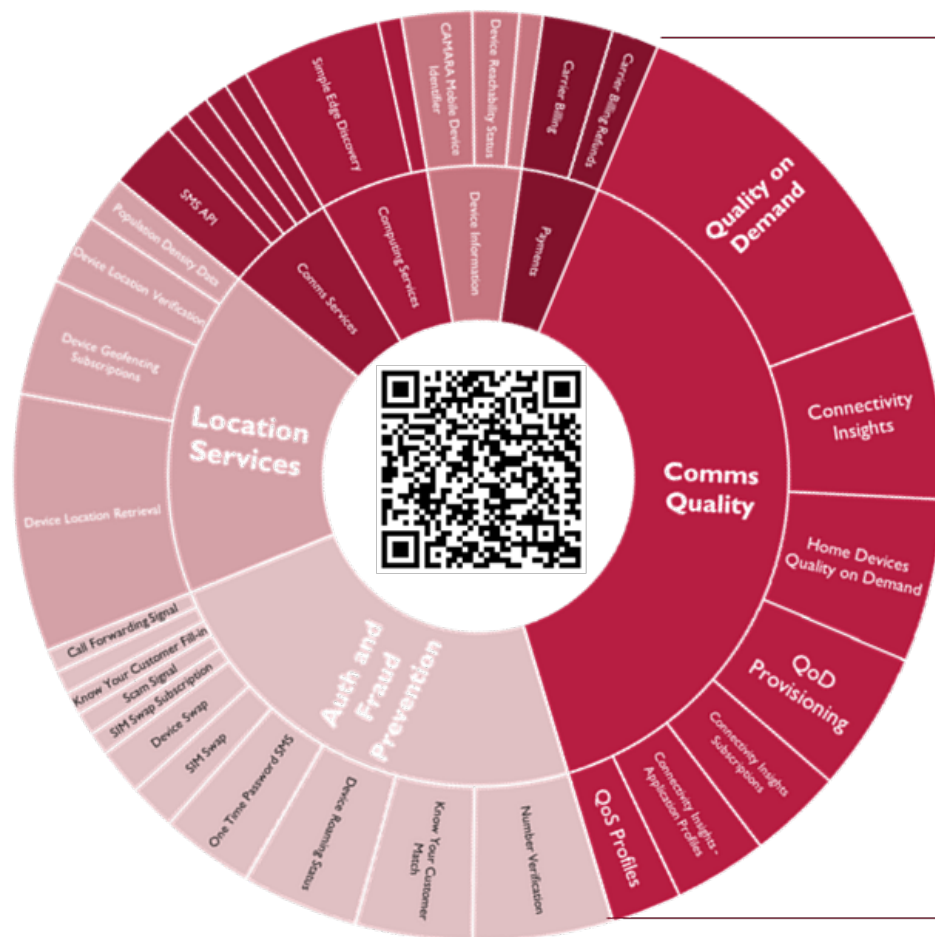
4,200 enterprise decision makers.

10 sectors. 21 countries.



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

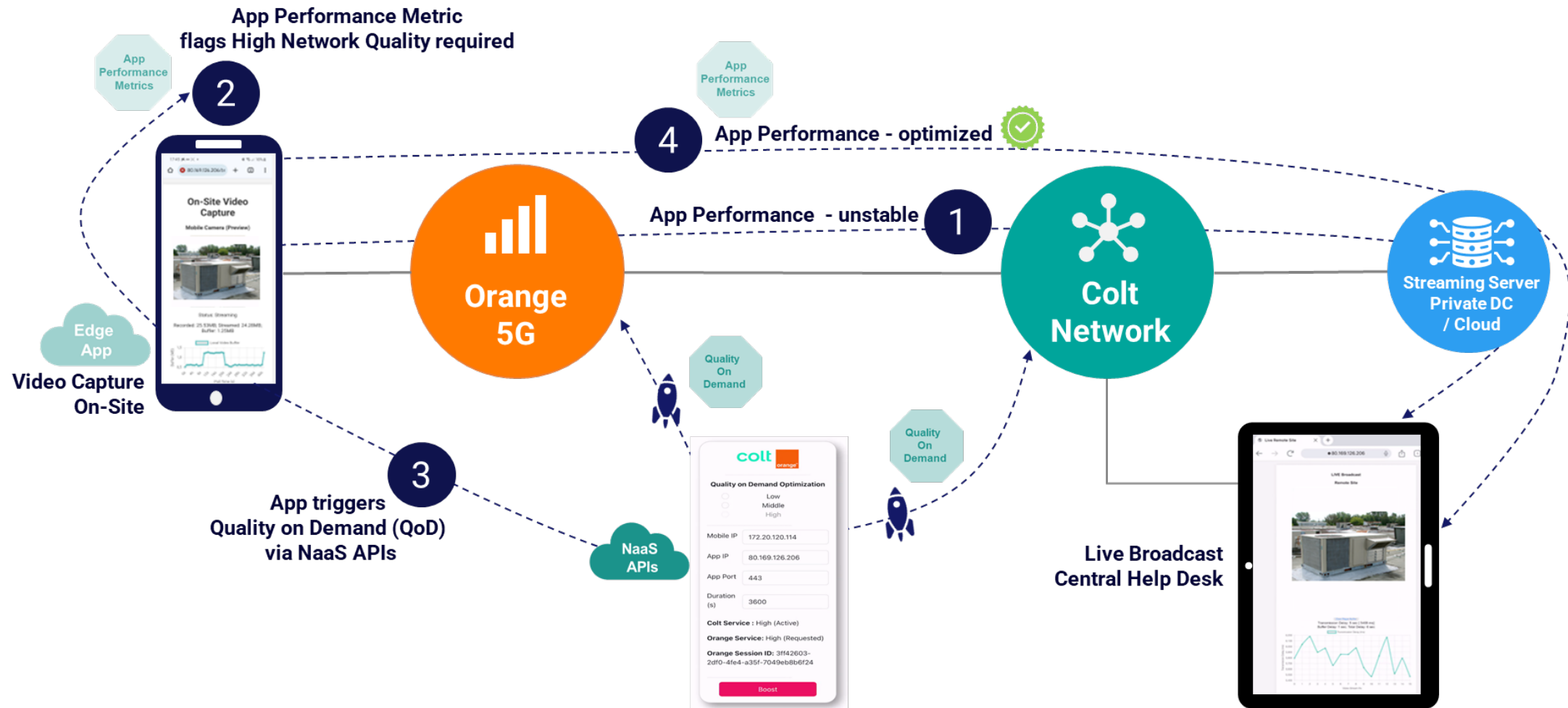


40% use cases
are Comms Quality

\$20-54bn
2023 McKinsey Report

Real-Time Quality on Demand – MWC Barcelona 2025

9



Open Gateway – Case Study Library

33 Published



GSMA Open Gateway

Number Verification API

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 Aclada 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 A1 and Cellcard collaborated with IPfiction to provide ABA Bank with a Number Verification API (based on the CAMARA standard) which automatically verifies whether a device's mobile number matches the registered for mobile banking. This solution reduces 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 e-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 IPfiction 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 Azhikhanov
ABA CEO



GSMA Open Gateway

Device Location Verification API

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 establish a safe zone around the victim and their family and frequent locations. The solution uses AI to analyse generated by Device Location Verification, Quality Demand, Number Verification, Know Your Customer Device Swap APIs.

Value

The solution strengthens victim protection by 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.



GSMA Open Gateway

Quality on Demand API

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 business. Occurring mainly in 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.

Impact

Each day, Alipay initiates two million payment transactions, involving hundreds of millions of yuan, using the Quality on Demand API. As a result, Alipay has reduced average payment latency by 57% and lowered the overall failure rate by 90%.

Technical Solution


Through China Mobile's Ability as a Service (AaaS) platform, Alipay is utilising 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.

"Alibaba Cloud utilises the Quality on Demand API for real-time network quality assurance, ensuring stable and secure network conditions for financial transactions in weak network areas. This integration improves user authentication, network reliability, and overall service quality, addressing challenges of congestion and weak signals in high-traffic areas."

Alibaba Cloud



New Value through CAMARA APIs & Interoperability



- 5 Markets
- Number Verify
- Age Verification



- 15 Markets
- Scam Signal



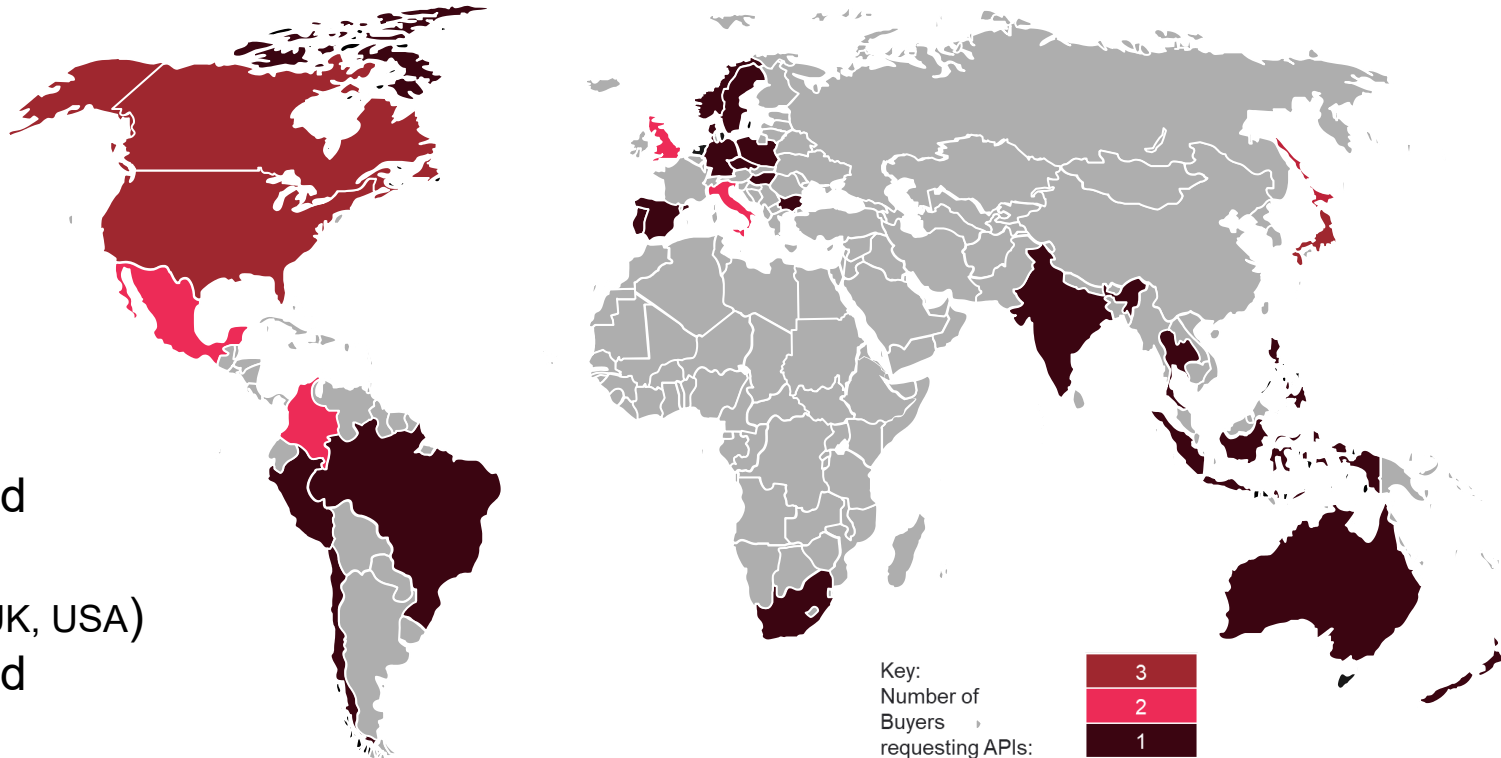
- 17 Markets
- Quality on Demand



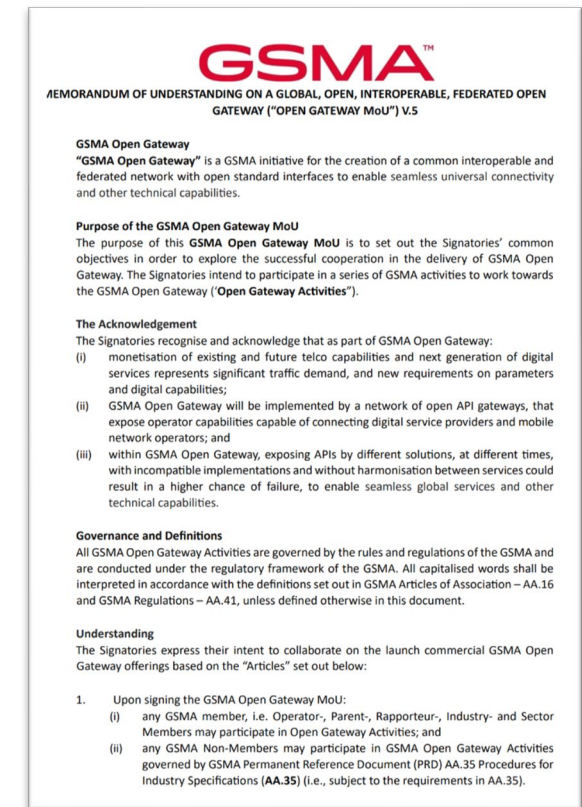
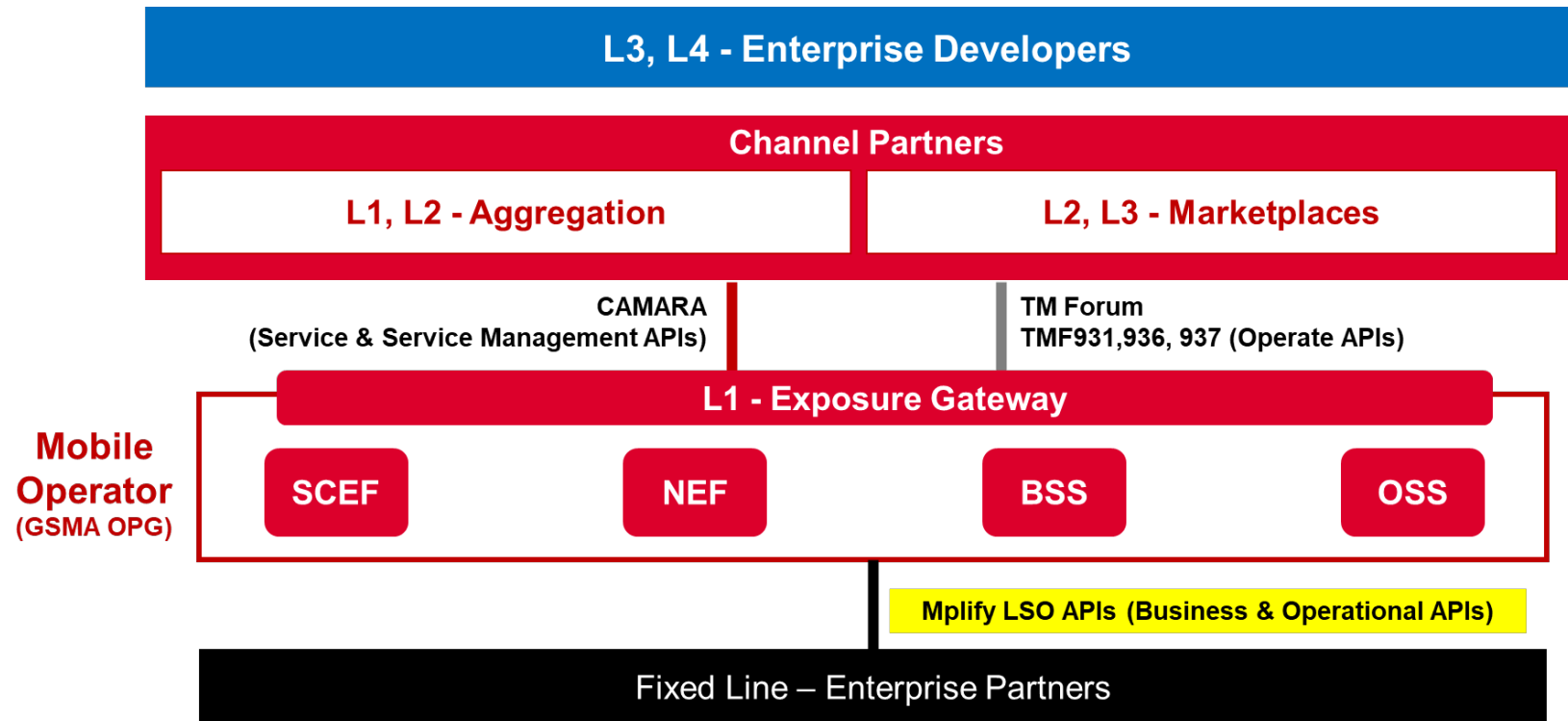
- 3 Markets (Japan, UK, USA)
- Quality on Demand



- 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