

CORPORATE

YOZZO

WWW.YOZZO.COM

INFORMATION

The logo for YoZZO, featuring the word "YOZZO" in a bold, white, sans-serif font with a slight shadow effect, set against a red, rounded rectangular background with a subtle gradient and a slight 3D effect.

**YoZZo is an experienced Technology,
Media, and Telecom (TMT) consulting
firm based in Bangkok, Thailand**

Founded: 2005
Office: Bangkok, Thailand
Company Type: Company Limited
Managing Director: Allan Rasmussen
Geographic Scope: Worldwide

YOZZO COMPANY LIMITED

WHAT WE DO

We assist public and private sector clients in their decision making through market insights, experience and technical skills. Our clients includes: Investment banks, Telecom Regulators, Operators, MVNOs, Device manufacturers, Service providers and Broadcasting companies.

HOW WE DO IT

We approach consultancy engagements from a commercial perspective, with the aim of adding significant value to your business, by identifying and pursuing: Growth opportunities, Create products, Services, and Business that improves the Efficiency, Productivity and Profitability

WHAT WE DON'T DO

We don't promise what we cannot deliver. Our focus is within our core competencies

One of our fundamental paradigms as consultants is that, although we value long-term partnerships – we are a temporary resource, and our utmost objective is that when we leave, we will have added important value to your company and its people.

OUR MVNO EXPERIENCE COVERS THE ENTIRE ECOSYSTEM

- Mobile Virtual Network Aggregators (MVNA)
- Mobile Virtual Network Operators (MVNO)
- Mobile Virtual Network Enablers (MVNE)
- Value Added Service (VAS) providers
- Mobile Network Operators (MNO)
- National Regulatory Authorities
- Device Manufacturers

OUR MVNO CONSULTANCY SERVICES INCLUDE

- MVNO Workshops
- Operators MVNO strategies
- Screening of Support Providers
- MVNO Mergers and acquisitions
- MVNO strategies (Pre and post launch)
- Turnaround strategies for existing MVNOs
- MVNO funding, including due diligence for investors

As MVNO experts, we understand how to maximize MVNO's profit margins while reducing operational costs

We not only have consulting experience – but have “walked the walk” with our own wallets, launching MVNA, MVNE and MVNO projects ourselves and been involved from all sides of the table.

ANALYSIS, STRATEGY & PLANNING

MARKET ANALYSIS & INTELLIGENCE

- Market segmentation and evaluation
- Consumer's need and behavior
- Competitive strategy mapping
- Market gap and opportunities
- Competition assessment
- Regulatory framework
- Market restraints
- Market drivers
- Due diligence
- PEST analysis
- Market size

STRATEGY & PLANNING

- SWOT Analysis
- Marketing strategy
- Opportunity analysis
- Strategic case studies
- Go-to-market analysis
- Go-to-market strategy
- Market entry strategies
- Market growth strategies
- Product/Service positioning
- Evaluation of business model
- Channel/Partners Identification

DUE DILIGENCE & RISK ANALYSIS

We have significant experience in conducting confidential research and investigation for Due Diligence and Risk analysis. We identify possible risk components via data collections and reliable commentaries from well-placed reliable sources

Financial Standing
Ownership and Management
Regulatory Issues/Disputes
Reputation and Partnerships
Business/Political Connections
Business Practices & Governance

MEDIA & BROADCAST CONSULTING

BROADCAST TECHNICAL DESIGN AND OPERATIONS

- Apps/Service planning & development for multiscreen
- Streaming, Video-on-demand (VOD), Over the Top (OTT)
- Scope definition, requirements, and vendor selection
- Technical strategy, architecture, and design
- Hybrid Broadcast Broadband TV (HbbTV)
- SAT-to-IP, DVB-to-IP, DVB-T2 and T2 Lite
- Compliance with broadcast standards
- Broadcast technology procurement
- Studio and broadcast facility design

BUSINESS MODELLING, STRATEGY & DESIGN

- Triple and Quad Play
- Concept development
- Market & service analysis
- Service design and launch
- Operating model optimization
- Cross-platform, Multi Screen strategy
- Regulatory impact, standards & compliance
- Revenue generation and service monetization

COURSES, EDUCATION AND WORKSHOPS

Confidence and credibility on the screen
Long-form and feature storytelling
Live TV continuity and workflow
Development and evaluation
Storytelling under deadline
Interview techniques

Our team consists of industry professionals, highly experienced in launch of new services, team development, pre and post-production, technology workflow, implementation, multi-platform delivery and everything in between.

OUR DEVICE EXPERTISE

Analysis, forecasts, tracking and sourcing of specific device types, and platforms to help mobile operators, retailers, device manufacturers, platform vendors, broadcast and media enterprises, take advantage of this rapidly changing market, as well as gain revenue stream from the ecosystem of apps, service and connectivity.

RECENT WORK

- Feature phone for Mobile operators
- Android tablet for FTSE-100 retailer
- Navigation tablet for logistic enterprises
- Introduction to and for OEM manufacturers
- Free to Air Digital TV for mobile devices
- Mid-end smartphones for MNO and MVNOS
- Android tablet for government education program
- Android tablet with built-in SIM for mobile operator
- Android education tablet for Fortune-100 manufacture

CRUCIAL ROLE

Devices play a crucial role in experiences of a service. It is however a challenge to keep up with the ever-evolving plethora of devices. Each device type and platform brings a set of opportunities and challenges.

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What sets Yozzo apart is our genuine interest in seeing and helping our partners succeed.

We have grown a set of values and gained a range of experiences that our partners will leverage as assets.

We offer practical solutions based on our years of experience around the world.

We provide a solid solution from which our clients can drive growth and continuous improvement.

Most of all, we expect results from ourselves and measure them by what we help our partners achieve.

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Allan Rasmussen

ALLAN RASMUSSEN
MANAGING DIRECTOR



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