

Vumi™ Conversation Engine

PRAEKELT



How the customer explained it



How the Project Leader understood it



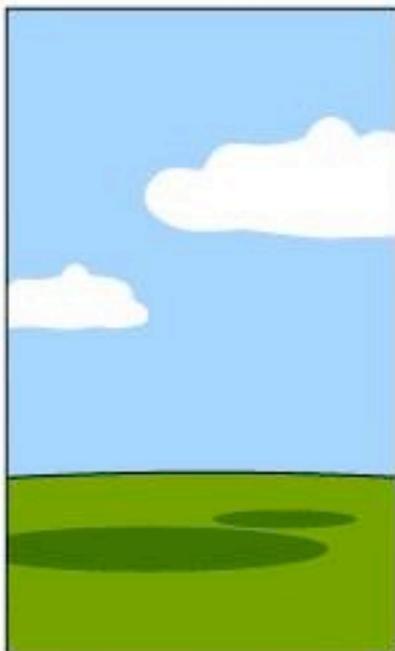
How the Analyst designed it



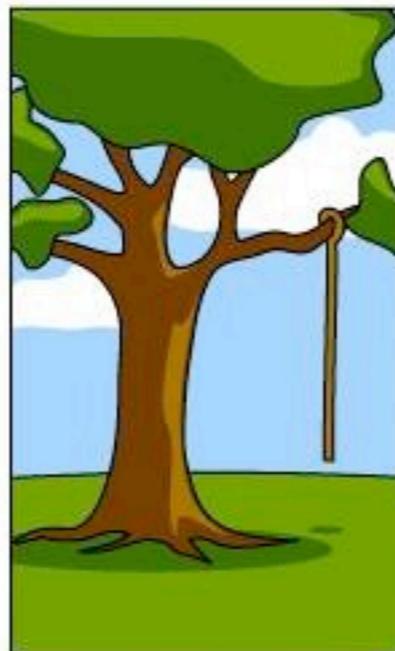
How the Programmer wrote it



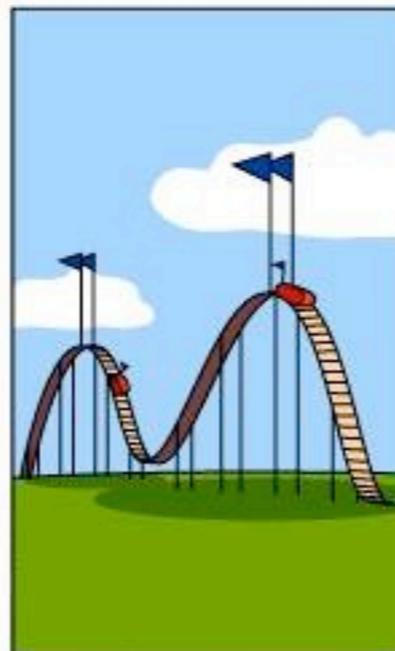
How the Business Consultant described it



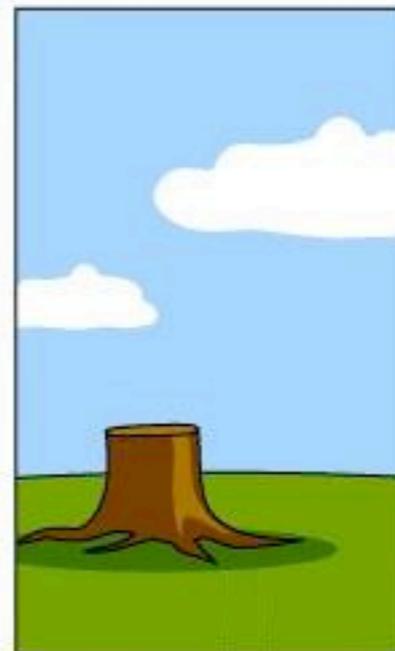
How the project was documented



What operations installed



How the customer was billed



How it was supported



What the customer really needed

8

questions
about Vumi

1. Why are we here?

What is the **number one driver** behind this project?

Effective and affordable
way to start a mobile
conversation at **scale**.

2. What is our elevator pitch?

What is **Vumi**, who is it for and why is it special?

Vumi is a super-scalable
messaging engine for the delivery
of SMS, Star Menu and chat
messages to diverse audiences
in emerging markets and beyond.

What are the top 3 reasons
3. for a client to use **Vumi**?

Align ourselves with the client's point of view.

Vumi is **scalable**

Increase or decrease capacity as needed

Vumi is **flexible**

Multiple territories, applications and channels

Vumi is **cost effective**

Per message based billing

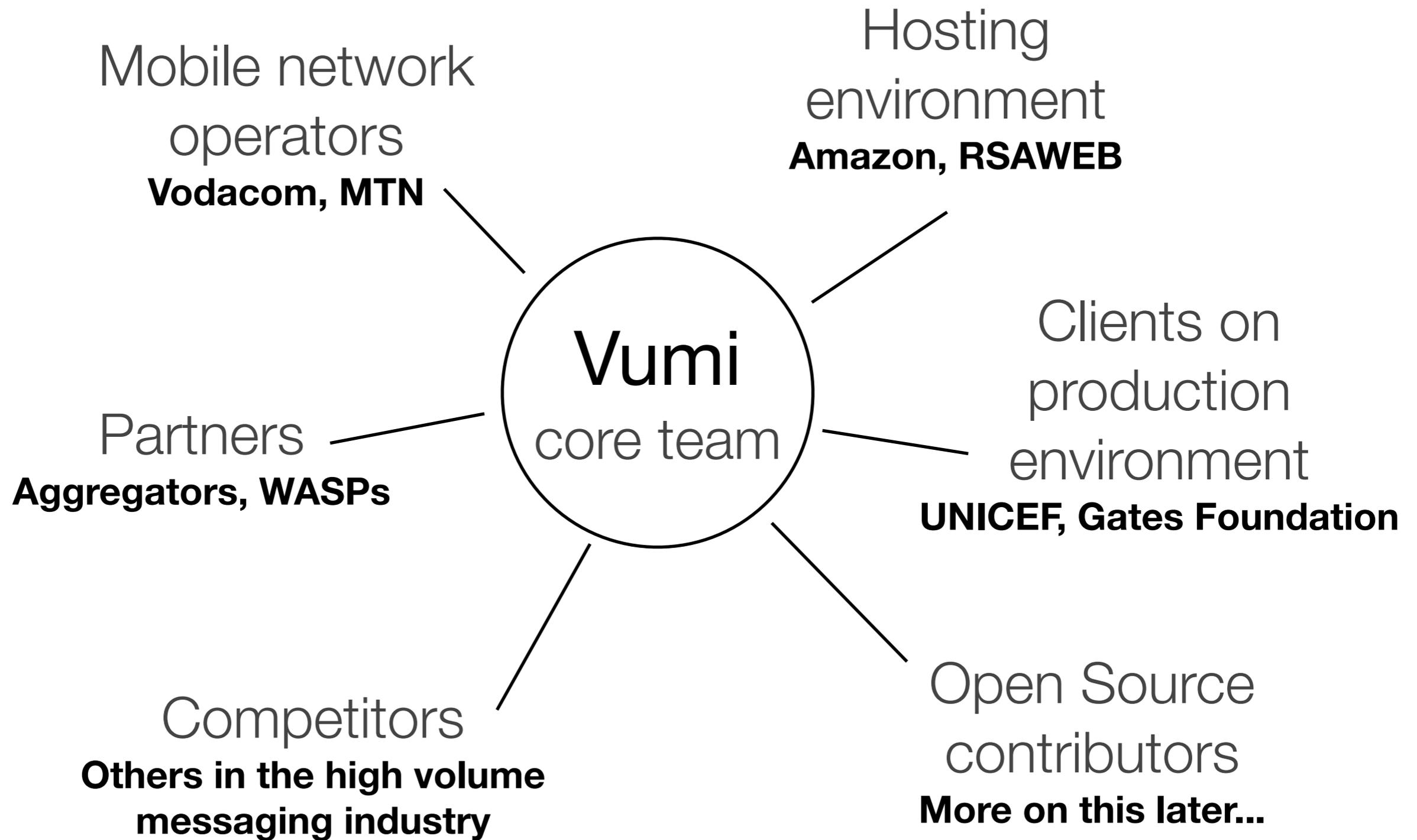
4. What is Vumi not?

Set the correct expectations

Yes	No
<p>Text based conversations over different transports. High speed messaging. Large scale campaigns. Easy API for integration. Per message billing. Open Source. Direct connections into MNOs.</p>	<p>Dashboards Analytics Business Intelligence Data Mining</p>
Unresolved	
Non-text based transports.	

5. Hello neighbours!

What **teams, projects and organisations** will we **interact** with when working on Vumi?



6. What is our solution?

Everyone on board with regard to the architecture before we begin.



NETWORKS / OPERATORS / GATEWAYS

DISTRIBUTOR



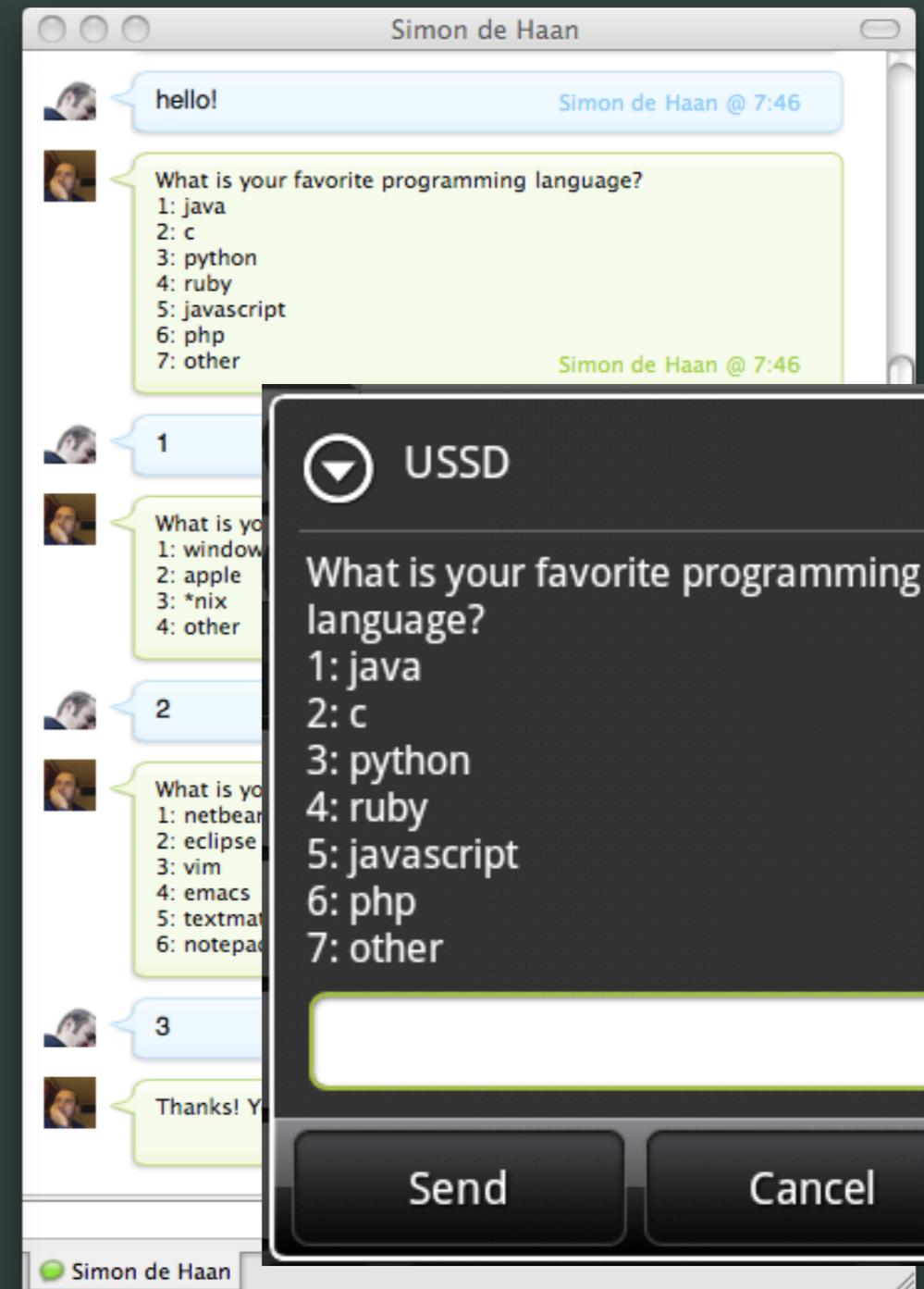
DATA WAREHOUSE

The Conversation Engine

one script

multiple transports

```
devquiz.yaml
1 - question: What is your favorite programming language?
2   options:
3     - java
4     - c
5     - python
6     - ruby
7     - javascript
8     - php
9     - other
10 - question: What is your favorite development operating system?
11   options:
12     - windows
13     - apple
14     - "*nix"
15     - other
16 - question: What is your favorite development environment?
17   options:
18     - netbeans
19     - eclipse
20     - vim
21     - emacs
22     - textmate
23     - notepad
24 - end: Thanks! You have completed the survey.
25
```



What will we lose

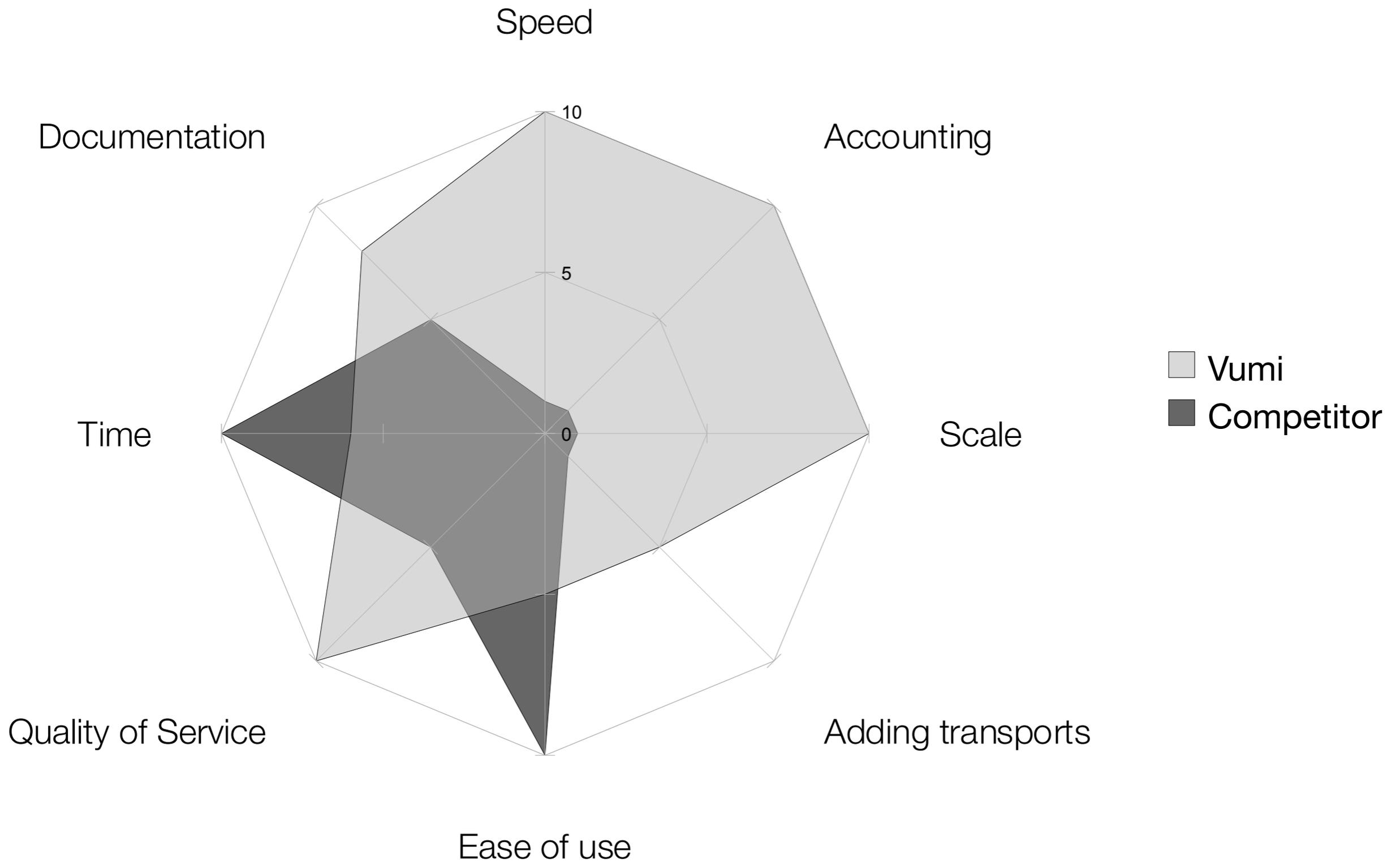
7. **sleep over?**

What risks are worth worrying about?

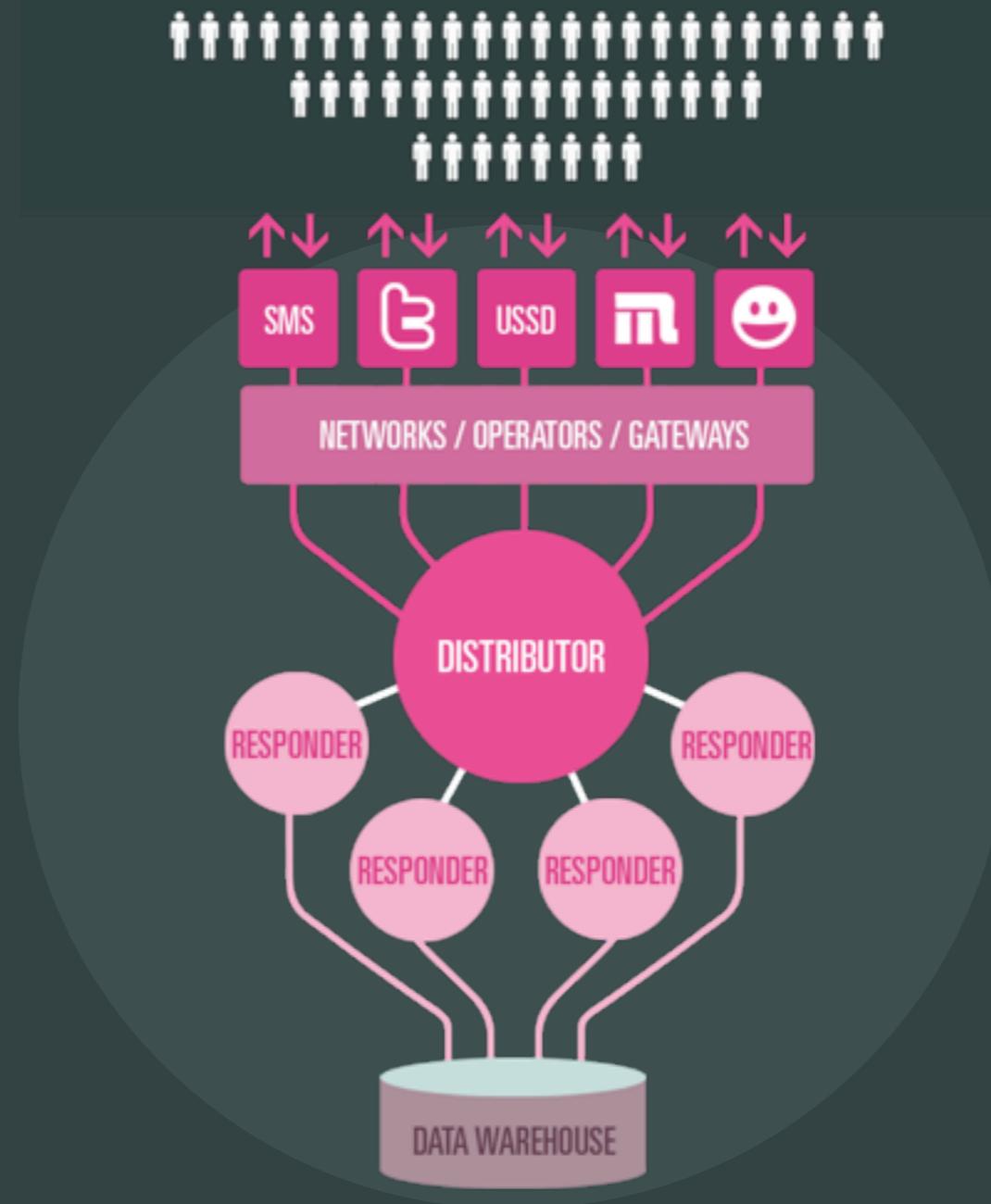
Network **latency** across Africa.
Not having adequate **test coverage**.
Main development version **not stable**.
Not having a proper **staging environment**.
Being dependent on **dodgy WASPs** for our **QoS**.
Not having in-house **expertise** on core technology.
Not having **proper monitoring** tools in place.
Not having a **database administrator**.
Unhappy core developers.
Open Source community does not feel **valued**.

8. Trade offs

Where are our priorities, what is going to have to give?



All this is pretty **boring**





Things of value are built with the core technologies.

The responders can be closed source, highly custom ground breaking campaigns that build on the **Vumi** infrastructure.

This is where money can be made, where we innovate and where we differ from competitors.

Thanks!

Let's share what we can while
building truly innovative
solutions that have a lasting
impact