Brochure 1.0



MTN SOFTWARE LABS



MTN

WHO WE ARE

As an enterprise tech company, we focus on delivering robust, scalable, and innovative applications that enhance customer experience and operational efficiency.

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data: "unlimited" ,
simType: "eSIM"
```

</>

```
const user = await mtn.users.create
email: "jacobuckwu@gmail.com"
```

Who We Are

MTN Software Labs is the innovation and development hub of MTN Nigeria, designed to drive the company's evolution into a world-class technology enterprise. It serves as the cornerstone for creating, managing, and scaling cutting-edge software solutions that empower millions of customers across Nigeria and beyond.

Our Vision and Mission

OUR VISION
Empowering digital transformation and business growth through agile, innovative, and impactful software solutions.

OUR MISSION
To drive cutting edge innovations by empowering a skilled team, and nurturing a culture of creativity, to exceed business objectives and shape the digital future.

Strategy

MTN Software Labs is integral to MTN Nigeria's goal of transitioning from a telecommunications company to a leading technology enterprise. It supports this vision by:

- **Enhancing Agility:** Implementing streamlined processes for software delivery and documentation.
- **Driving Innovation:** Creating impactful solutions through a culture of research and development.
- **Ensuring Excellence:** Maintaining rigorous standards for quality, security, and compliance.
- **Empowering Teams:** Providing clear documentation, training, and resources to all stakeholders.

By leveraging these units' combined strengths, MTN Software Labs is poised to deliver transformative software solutions that meet the evolving needs of its customers and position MTN as a global leader in tech innovation.

Our Services

1. Custom Software Development
Building enterprise-grade solutions that power businesses and drive digital transformation.

2. Cloud & DevOps Solutions
Ensuring seamless deployment, integration, and maintenance through CI/CD automation.

3. API & Integration Services
Enabling seamless communication across diverse platforms through secure and scalable APIs.

4. Product Documentation & Training
Providing in-depth technical documentation and training for software users and developers.

5. Cybersecurity & Compliance
Implementing security best practices to protect enterprise applications and ensure regulatory compliance.

6. AI & Data Analytics
Leveraging artificial intelligence and big data for business intelligence and process automation.

Why Choose MTN Software Labs?

✓ **Enterprise-Grade Solutions** – Scalable, secure, and high-performance applications.

✓ **Innovation-Driven** – Cutting-edge technology solutions to meet the demands of tomorrow.

✓ **Expert Team** – A multidisciplinary team of engineers, researchers, and designers.

✓ **Seamless Integration** – API-driven approach for effortless system interoperability.

✓ **End-to-End Support** – From ideation to deployment, we ensure continuous improvement.

Our Impact

70M+ Active Users benefiting from our enterprise solutions.

100+ Integrated APIs powering fintech, telecom, and enterprise applications.

99.99% Uptime ensuring reliability and performance for mission-critical applications.

Industry Partnerships with top tech players for ecosystem expansion.



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OUR PRODUCT FAMILIES

Explore our innovative platform families designed to deliver seamless experiences, empower businesses, and drive digital transformation.

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1. CUSTOMER ACQUISITION PLATFORM

Applications

- Single Service Portal (SSP)
- E-form (SSP)
- Smart kiosk
- Canvasser App

Features and use cases

- Digital onboarding for quick and seamless customer registration.
- Smart Kiosk for self-service customer engagement.
- Sales agent support with the Canvasser App for better productivity.
- Driving Customer Experience through digital Retail Store.

Business Benefits

- Boost customer acquisition efficiency.
- Ensure compliance with regulatory requirements.
- Minimize errors through automated processes.

2. INTEGRATION PLATFORM

Applications

Features and use cases

- Enabling seamless data exchange between systems and platforms.
- Ensuring smooth interoperability for critical business operations.

Business Benefits

- Achieve streamlined operations.
- Ensure continuity across diverse platforms.

3. CUSTOMER ENGAGEMENT PLATFORM

Applications

- Customer Lifecycle Management (CLM)
- Metamorphose Program
- Voice of Customer (VOC)
- MTN Foundation
- Anniversary Messaging App

Features and use cases

- Collect real-time customer feedback with VOC.
- Manage customer lifecycle with CLM.
- Drive engagement with personalized anniversary messages.

Business Benefits

- Enhance customer loyalty and retention.
- Leverage insights to improve customer experiences.

4. PARTNER MANAGEMENT PLATFORM

Applications

- Partner Portal
- API/Data Monetization
- Mobile Ads

Features and use cases

- Partner Portal for easy collaboration.
- Monetize data and APIs for new revenue streams.
- Drive targeted marketing with Mobile Ads.

Business Benefits

- Strengthen partnerships through seamless integration.
- Expand revenue opportunities with data monetization.

5. CUSTOMER DIGITAL PLATFORM

Applications

- MyCity App
- My MTN NG App
- My MTN NG Web
- Play
- Mplus
- eShop, Zigi
- NIN Verifier (NexGenWeb)
- VIP

Features and use cases

- Centralized customer self-service for convenience.
- Connected Homes integration for smart living.
- Robust and secure identity verification with NIN Verifier.

Business Benefits

- Reduce operational costs with self-service options.
- Increase customer satisfaction through seamless experiences.

6. FINANCIAL DIGITAL PLATFORM

Applications

- Momo
- NPG
- PAAS
- Retail POS

Features and use cases

- Enable cashless payments with Momo.
- Power transactions with POS integration.
- Scalable solutions with Platform-as-a-Service (PAAS).

Business Benefits

- Promote financial inclusion.
- Expand market share through innovative payment solutions.

7. EMPLOYEE EXPERIENCE PLATFORM

Applications

- CreateLabs
- YelloMums
- Careerfair

Features and use cases

- Driving Innovatiions through digital platforms
- Attract top talent through career fairs and initiatives.

Business Benefits

- Boost employee productivity and satisfaction.
- Foster innovation and creativity within the workforce.

8. SME MANAGEMENT PLATFORM (SMP)

Applications

- mySMEVile
- APN/IOT

Features and use cases

- Support SMEs with IoT-enabled tools.
- Manage SME-specific needs with innovative solutions.

Business Benefits

- Empower SMEs with cost-effective technology.
- Unlock new revenue opportunities in the SME sector.

9. BI / AI & AUTOMATION PLATFORM

Applications

- EmployeeBot
- Loyalty Management System

Features and use cases

- Enhance productivity with AI-powered chatbots.
- Deliver hyperpersonalized loyalty programs.

Business Benefits

- Improve decision-making with real-time data insights.
- Automate tasks to enhance operational efficiency.

10. SDAAS (SOFTWARE-DEFINED APPLICATIONS AND SERVICES)

Applications

- CityApp
- MyMTN Cameroun

Features and use cases

- Smart city management with CityApp.
- Region-specific solutions like MyMTN Cameroun for localized experiences.

Business Benefits

- Enhance service delivery in regional markets.
- Drive customer satisfaction with tailored applications.



MTN

GET IN TOUCH WITH US

Want to know how these platforms can transform your business?

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Get in touch with us

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Join us in shaping the future of technology.