



Solution Brief: Alef In-App Video Notifications

Create Interactive, Intelligent and Immersive Notifications with the Software-Defined Mobile Edge

The communications and digital markets are under massive, synchronized transformations. Edge Internet is a distributed Internet architecture combined with a programmable paradigm where computing and connectivity are provided in close proximity to the point of consumption to meet the demands of current and future applications and services.

The synchronized transformations of the communications and digital markets are impacting every trillion-dollar industry in our economy. The next wave of mobile connectivity (5G and next gen wireless networks) and Edge computing is here bringing new applications and services the current infrastructure cannot handle.

“We are at the cusp of a seismic paradigm shift wherein computing and communications will move from a core network with a centralized cloud architecture to the Edge. The reasons are manifold but the basic premise is that in order to serve the data computing and communications demand of objects, sensors, people, resources, compute, and intelligence have to move to the Edge to not only operate in the most cost-effective way but to enable new use cases that can’t be supported by traditional cloud architectures.” – Chetan Sharma, Industry Analyst.

The Edge Internet is a distributed overlay Internet architecture – public and private – with programmable Edge API’s, creating new computing and communications paradigms.

With the rise of 5G and computing environments, AlefEdge is key to unleashing the convergence of networking and computing. AlefEdge’s Software-Defined Mobile Edge platform enables a new set of mobility, cloud and applications APIs that unleash Enterprises and application developers to leverage the full power of the Edge. By utilizing our unique APIs, Enterprises can deploy, orchestrate and manage Edge applications and services.



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Alef In-App Video Notifications enables Enterprises and Advertisers to upload and run targeted campaigns based on preferences, behaviors, and attributes of the users with intelligent, interactive and rich content. It ensures a seamless experience to the end users by analyzing their network and internet speed. By enabling Alef In-App Video Notifications, Enterprises and Advertisers can increase CTR, drive calls to action and create awareness.

We've seen Alef In-App Video Notifications be used in several different segments in a variety of ways:

- Video Notifications - Building customer experience over an SMS/Chatbots/In-app notification with video snippets
- Virtual Reality and Augmented Reality Notifications - SMS/Chatbots/In-app notification for immersive experience which has overlay of content from the real world
- 360 Degree/HD/GIF Images Notification - Images of real-world scene where the view in every direction is captured at the same time. During viewing, viewer has the control of the viewing direction

Product Capabilities

- **Immersive and Interactive Story telling** – Eliminate boring text and image

notifications and indulge in the world of UHD and AR/VR interactive advertising. We have seen how that immersive notifications generate much higher CTR's and improve brand perception.

- **Enhanced Real-Time Bidding** - Publishers want to reach as many consumers as possible but are limited by small processing capabilities to run the advertising auctions for a smartphone. Alef makes it possible to enhance the bidding process by having the DSP and SSP locally at the Edge.
- **Big Data** – The convergence of networking and computing enables the most comprehensive and real time data in the world. Alef securely layers this data with real time intelligence to provide highly accurate and relevant targeting.
- **Leaner Value Chain** - Alef directly connects all concerned parties eliminating middlemen. Through this in the advertising ecosystem, we can increase revenue share for publishers and reduce advertising expenses for Advertisers.
- **Ad-Fraud and Privacy Amplification** - Edge processing provides unique capability to mitigate Ad-Fraud and save millions of wasted dollars. It also ensures end users privacy is

not compromised by using techniques like Tokenization, Data masking, obfuscation etc.

Proven Results

Alef In-App Video Notifications has resulted in:

- Increased Click through Rate
- Increased Conversions
- Raise in Awareness
- Rise in 25%, 50%, 75% and 100% Notification Completion Rate

Alef In-App Video Notifications provides video:

- 2.1x better HD resolution at 1080p and 1.7x better startup time (80 percentile) for Media & Entertainment applications;
- 12.6x better HD resolution at 1080p and 1.8x better startup time (80 percentile) for advertising applications
- 2x better in PDF and 360 Degree HD Images throughput and 1.7 better download response times (80 percentile) for learning applications; and
- 1.4x better HD resolution at 1080p

By implementing the Alef In-App Video Notifications solution, Enterprises can focus on their campaigns and content – instead of the technology behind the rich media notification service.



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Alef EdgeNet is a collection of interconnected Mobile Private Networks driven by Alef’s invention – a programmable Software-Defined Mobile Edge (SD-ME) platform that orchestrates applications, devices and network services seamlessly.

Alef’s SD-ME delivers on the long-awaited promise of a distributed Internet and the power of a new high-speed Edge Economy to application developers and Enterprises alike through open Edge APIs, products and services. By delivering the power of a 5G-like Edge Internet through its platform’s easily adaptable plug-and-play overlay architecture, Alef EdgeNet can enable Enterprises to upgrade and futureproof their network without the need for costly upgrades, and ready themselves for the massive Digital Transformation that lies ahead.

Benefits of SD-ME

62%

Higher Data Throughput

48%

Increase in Network Efficiency

100%

Secure Zero Trust Networking

2.1x

Better Video Resolution

1.7x

Faster Startup Time

Alef’s Software Defined Mobile Edge stack interconnects, automates, orchestrates and manages the next generation of cloud native digital services at the Edge.

AlefEdge’s unique SD-ME innovation creates value across the ecosystem.

Areas of Innovation:

- Edge Automation
- Edge Routing
- Edge App Enablement
- Edge Mobility
- Edge Roaming
- Edge Orchestration
- Edge Elasticity

Our 80+ ecosystem relationships span tower companies, hypercloud providers, network operators, application providers, application developers and enterprises.

For more information, visit alefedge.com

