12th December 2023

Product Innovation Showcase

Whispir Limited

Agenda

Introducing Whispir
CaaS Platform solving communications challenges for enterprise

Whispir Transact
Driving high-value conversion through digital messaging workflows

Whispir Off-Platform Messaging
Enabling organisation-wide compliant messaging

Jeromy Wells
Founder & Chief Executive Officer

Jon Wilkinson-Baldry
Chief Product & Technology Officer

whispir — A S X | W S P

Effective customer and employee engagement has never been more important.

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The Whispir platform makes communicating and engaging with people at scale – faster, smarter and more productive.

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We are addressing a large and growing market with our Communications-as-a-Service Platform

The ability of Whispir to embed communication and collaboration into business applications and processes to support enterprise digital transformation requirements is driving future growth. Moreover, the increasing adoption of Omni channel communication models by enterprises offers significant growth opportunities.

IDC forecasts the worldwide CPaaS* market to grow from $14.3 billion in 2022 to $29.7 billion in 2026.**

*"CPaaS will continue to grow at a rapid pace (15.8% compound annual growth rate or CAGR for 2022-2027) as many enterprises embrace cloud-enabled communication API solutions and services that help them easy and affordably increase customer engagement and improve operational efficiencies."***

*Communications Platform as a Service

**Ref: https://blogs.idc.com/2023/06/05/momentum-is-building-in-the-cpaas-market/

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Our customers

Diverse blue chip customer base with substantial opportunities for growth

A sample of customer logos:

Category	
Consumer	
Education	
Emergency Services	
Finance, Insurance & Legal	
Government	
Healthcare	
IT, Telecommunications & Media	
Resources Mining	
Transport Logistics	
Utilities Infrastructure	

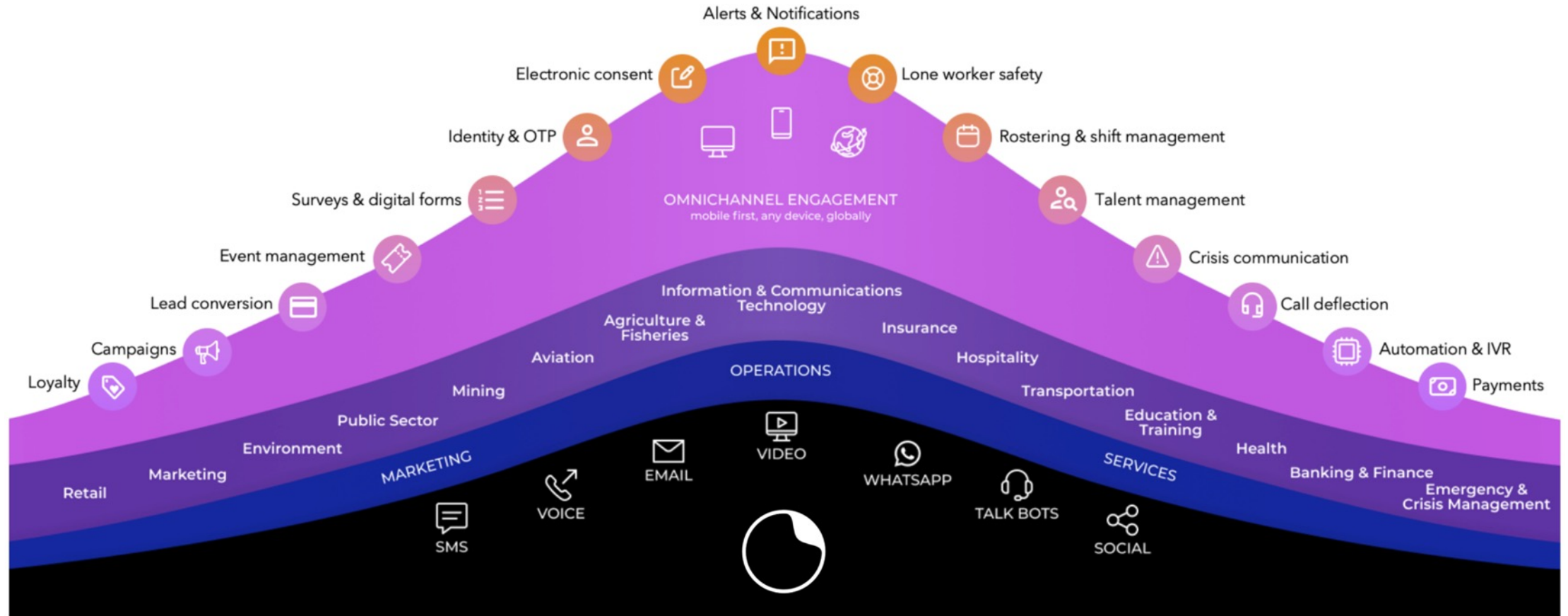whispir

Whispir Product

Innovation showcase

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Use cases that drive our customers' journey

Whispir Transact

Driving high-value conversion through digital messaging workflows
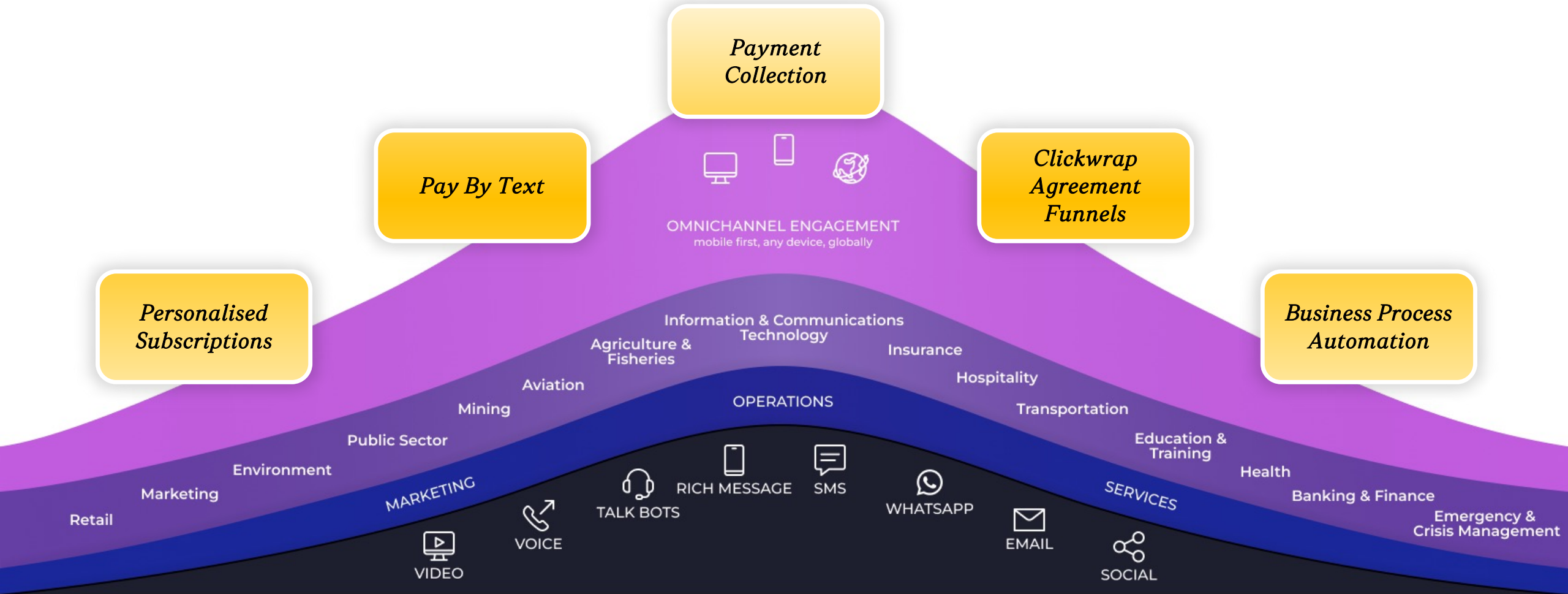
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Whispir Transact enables organisations to complete personalised, frictionless business transactions at scale.

Maximise engagement, minimise cost of transaction and accelerate business outcomes

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Frictionless, personalised transactions

Payment Collection

Pay By Text

Clickwrap Agreement Funnels

Personalised Subscriptions

Business Process Automation

OMNICHANNEL ENGAGEMENT
mobile first, any device, globally

Information & Communications Technology

Agriculture & Fisheries

Insurance

Aviation

Hospitality

Mining

OPERATIONS

Transportation

Public Sector

Education & Training

Environment

Health

Marketing

MARKETING

RICH MESSAGE

SMS

SERVICES

Banking & Finance

Retail

TALK BOTS

WHATSAPP

Emergency & Crisis Management

VOICE

EMAIL

SOCIAL

VIDEO

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Digital Payment Conversion

⬆ **25%**

Sales conversion

Seamless digital payment solutions increase conversions by providing multiple payment options and friction-free consumption of the payment service

⬇ **30%**

Operational costs

Optimising your payment processes, reducing errors and eliminating manual intervention allows businesses to experience significant cost savings

~40%

Service improvement

Product usage metrics indicate that the incorporation of seamless payments into digital workflows realises significant increases in engagement, retention and satisfaction

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Clickwrap Agreements

68%
Abandonment rate

Traditional signature processes suffer from high abandonment rates, averaging 68%. Seamless clickwrap conversion reduces friction and delivers immediate cost reductions, whilst eliminating procedural waste

↓ $$$
Technology simplification

Embedding electronic signature capabilities within existing systems is complex and expensive. Whispir's proven integration pattern delivers a seamless extension to your messaging investment.

~60%
Envelope cost reduction

Avoid paying for every send-out of complex contracts, where abandonment is costly. Clickwraps are charged on the acceptance transaction, meaning you're only charged for meaningful conversions.

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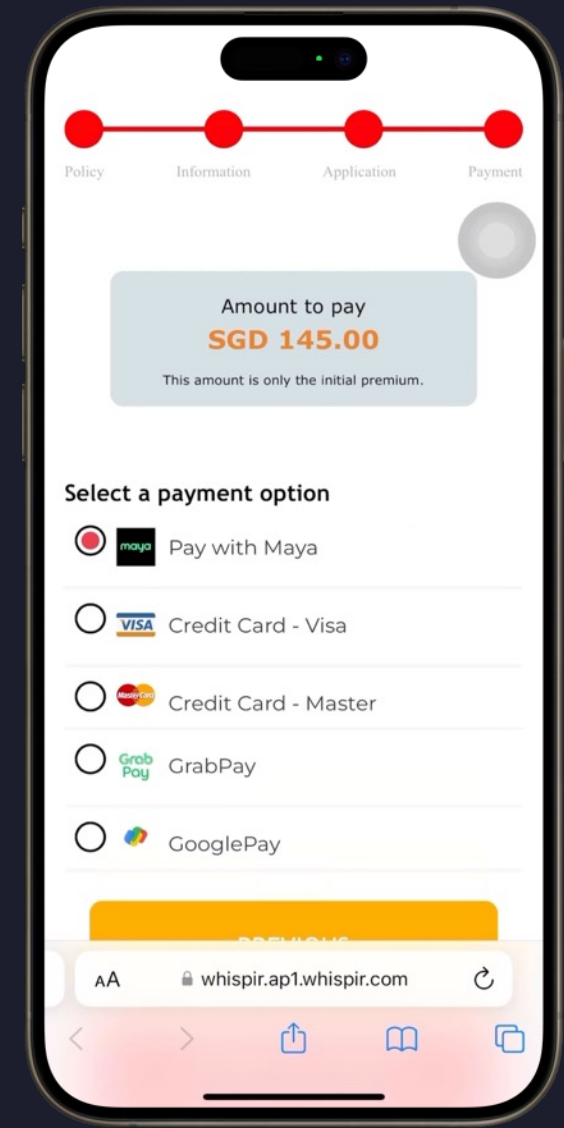# End-to-End Insurance Conversion

Outreach via SMS

Data collection for policy registration

Online payment in a seamless transaction

Distribution of Policy PDS using multi-channel comms

Personalised acceptance and digital signature

[Click here to launch video](#)

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Commercial structure of Whispir Transact

Platform Subscription	Module Subscription	Users / Add-On Subscription	Messaging Fees	Transaction Fees

Transaction services are:

- Configured for required use cases, or can be self-serve consumed

- Charged on a "per use" or "monthly commit" basis

- Billed monthly in arrears, in addition to underlying messaging costs

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A template library built for end-to-end use cases

Safety
- Are you safe?
- Severe weather notification

Support
- Call center deflection
- Instant teleconf & instance video
- Manage bookings
- Remote working engagement

Training
- Compliance training videos

Forms
- Consent (opt-in/out/unsubscribe)
- Customer Surveys
- Delivery receipts & Approvals
- Referrals
- Travel & Safety checklists

Digital Signature
- Delivery / Drop-off
- Signature request

Payments
- Donations
- Overdue payment / collection
- Payment options / collect by SMS

Report
- Incident reporting
- Outage progress reports
- Telemetry alerts

Events
- Invitations
- Announcements
- Webinar registration

Newsletter
- Video messages
- Wellness campaigns (R U Ok)

Marketing
- Latest offers & specials
- Sales promotions

Booking Management
- Immunisation bookings
- Medical shift fulfilment

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Ready to implement or designed to specification

Template library for all customers

- An on-platform resource to leverage a range of templates, including fields for personalisation, data capture and initiating digital workflows

Template design as a service

- A standard services offering ("Design Services") supporting customers with the creation of engaging templates, optimised for the Whispir platform
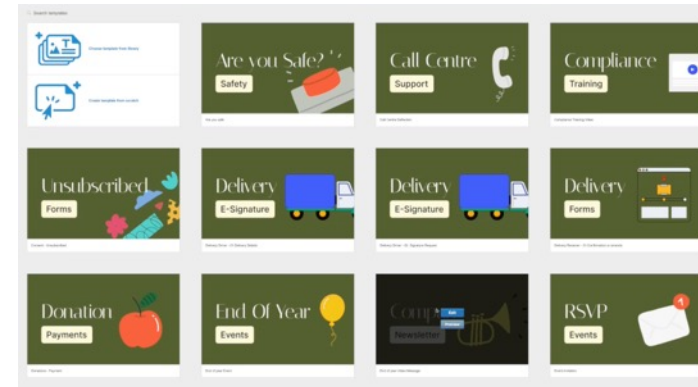
Click here to launch Gallery video
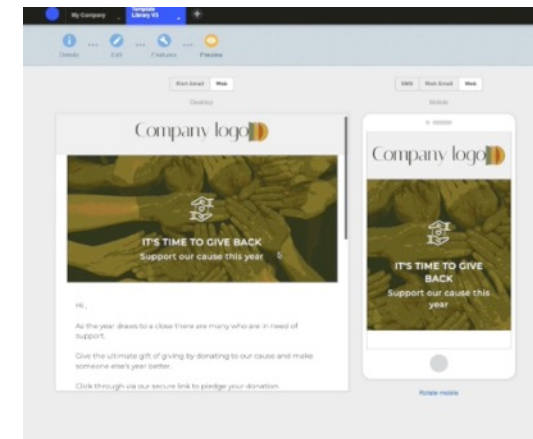
Click here to launch Sample video

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Whispir Transact + Whispir Verify

The next authentication revolution – Silent & Seamless

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Whispir Verify delivers OTP security

Enhanced Security

Reduce Account Compromises

Increased Compliance

Improved Experience

Fraud Prevention

Reduced Support

User Confidence

Multi-factor Authentication

Common Security Drivers

Whispir Verify

Generate Secure Code

Seamless OTP Distribution

Secure Verification Service

LOGIN SCREEN

Get Code
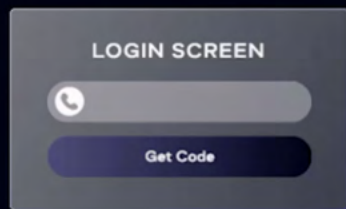
REST API

```
{
    "workspaceId": "{{WORKSPACE_ID}}",
    "channel": "{{DEFAULT}}",
    "to": "+61448999999",
    "codeLength": 6,
    "expiresIn": 900
}
```

whispir Verify

SMS Verification

A text message with a six-digit verification code has been sent to your phone number ending in xxx xxx xx73

Log in
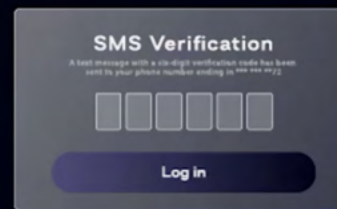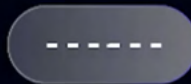
REST API

```
{
    "to": "+61448999999",
    "code": "{{SECURITY_CODE}}",
}
```

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In APP

Log in to Application

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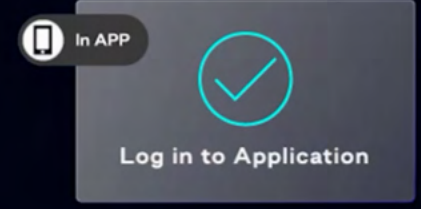
...with silent authentication as the next revolution

```
┌──────────────────────┐      ┌──────────────────────┐      ┌──────────────────────┐
│  OTP Generator -     │ ──▶  │  Whispir SMS OTP     │ ──▶  │   End Customer       │
│  Verification Engine │      │                      │      │                      │
└──────────────────────┘      └──────────────────────┘      └──────────────────────┘
```

1: SMS OTP Delivery

2: OTP Verification Engine

3: Silent/Background Authentication

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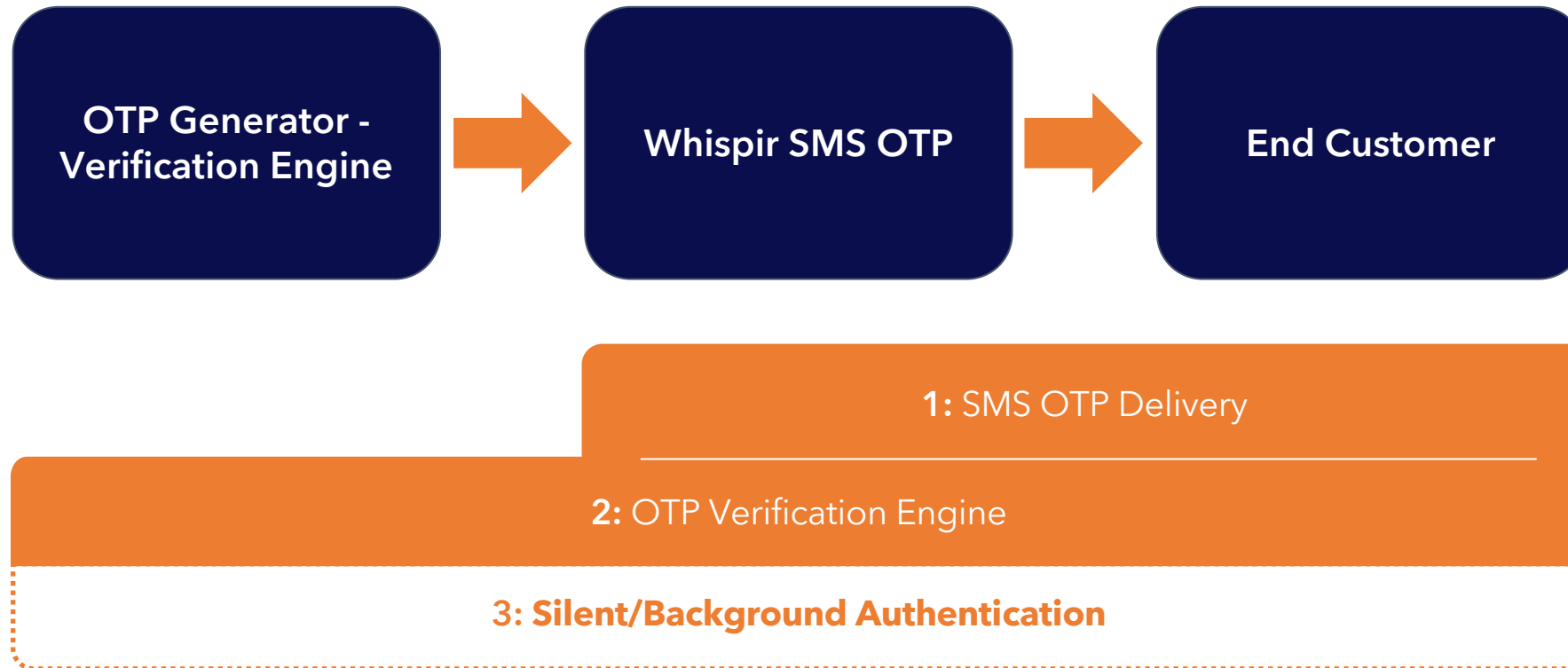
Increased security & even better experience

Traditional SMS or Push 2FA

Silent Authentication

**Eliminate code transmission, receipt, entry & verification
Navigate directly to the destination**

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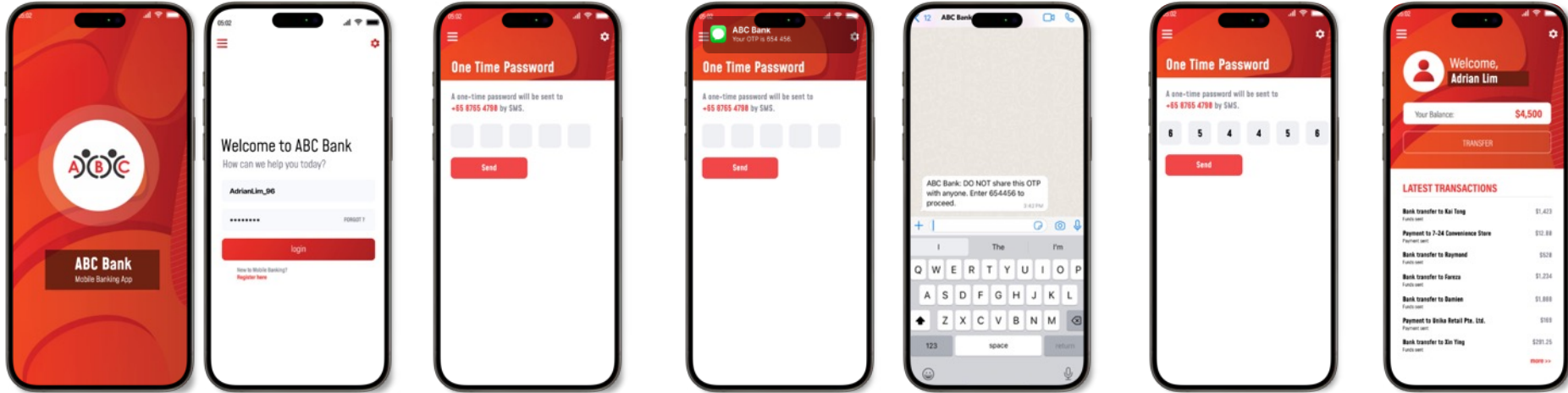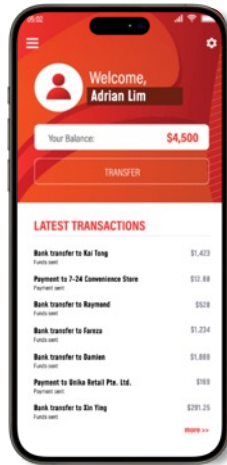
Verification silently via telco network APIs

Silent Verify - Mobile Authentication

Mobile Identity Verification Service:
basket of APIs through which an enterprise can "look up" to identity digitally

Silent calls offering seamless experience
Verify users without jump through multiple interfaces or hoops

Mobile Network led Risk Profile Tool
builds risk profile of users and transactions; & provides user insights such a transactional trend and behaviour.

API calls include verification of MSISDN, IMSI, IMEI, location and line status etc.

Network API roadmap (CAMARA Alliance)

Number Verify API
Allow businesses to confirm the phone number a customer provides is the same as the one they're using to access the online service or app

SIM Swap API
Businesses can verify if the SIM card has not recently been swapped and hence is still in the possession of the genuine customer.

Device Location API
Enable businesses to check if a mobile device is within the predefined radius of the last known location of the device.

Device Status API
Businesses can find out the connectivity status of a mobile device – whether if the device is connected to the network and/or is roaming.

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Seamless digital flow

Improved security:

- Leveraging telco network data for auth
- APIs to support challenging device authenticity, ownership, location and state
- Mitigate human risks by eliminating potential hijack points for bad actors

Improved experience:

- Eliminate the need for transmission of entry of **any** codes
- Supports zero interaction for authentication, improving user experience and simplified design

First in region availability with Singtel's SingVerify
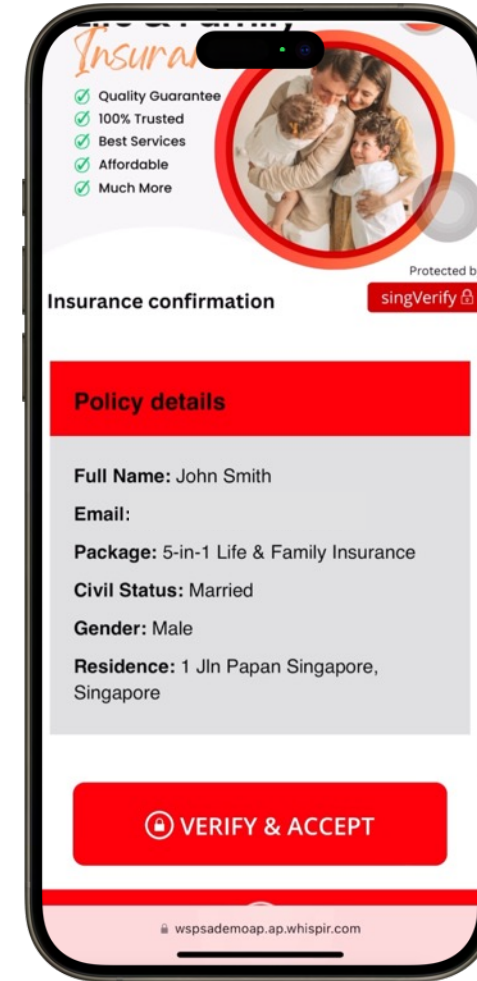
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Whispir Off-Platform Messaging

Enabling organisation-wide compliant messaging

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Secure, compliant messaging for large user bases

Full Whispir users control the message configuration and recipient experience

- Manage sender id aliases and numbers
- Design & manage message templates
- Load & manage contacts and distribution lists

Off-Platform users consume standard messaging services securely, across the entire business

- Select recipients & templates
- Compose ad-hoc messages
- Initiate message send-out

Off-Platform Messaging Access Layer

Whispir User Interface

User Security & Enterprise Authentication

Sender Id & Number Management

Template Management

Contact & List Management

Messaging Services

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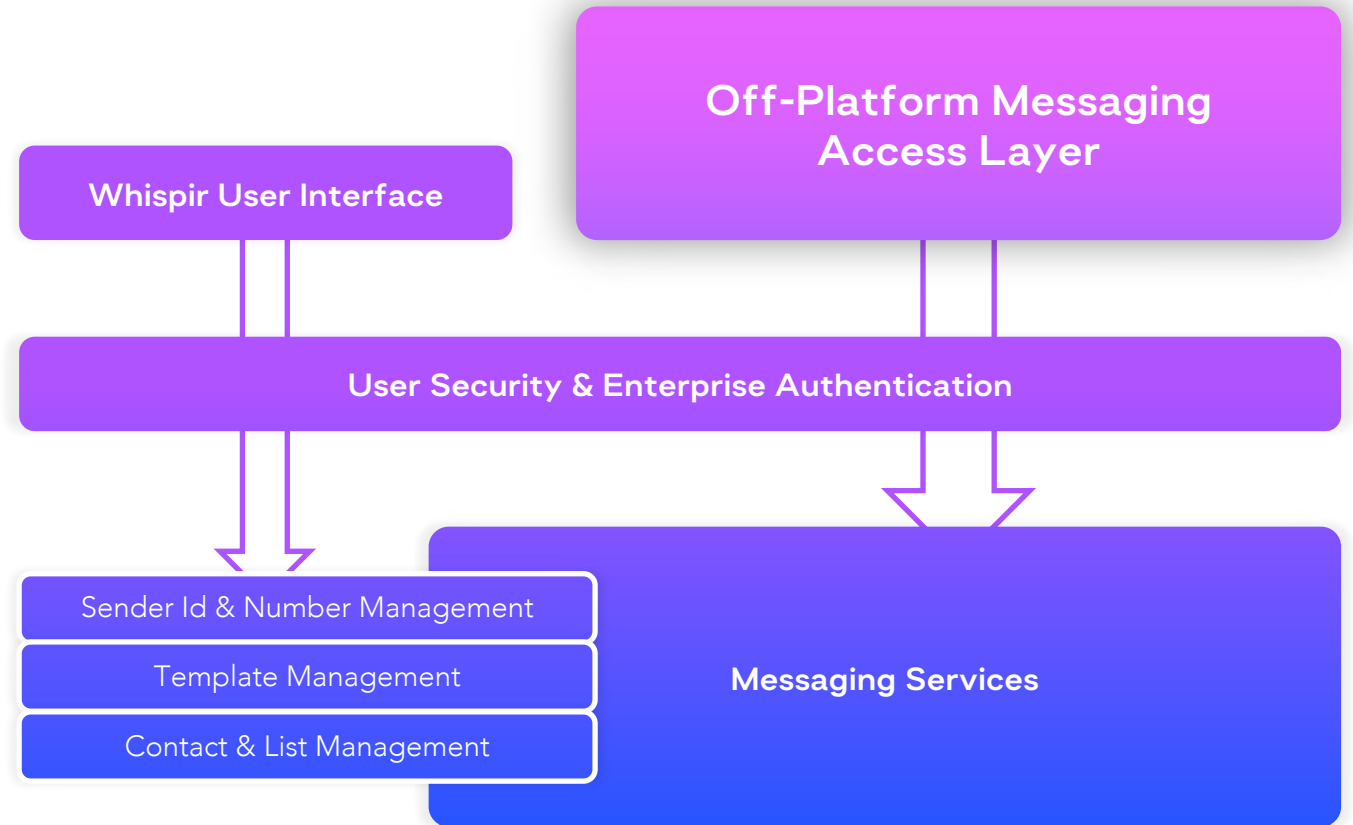
Increased engagement and ROI

1

Low-cost deployment and user licensing

2

Maximise adoption with minimal learning

3

Communicate when and where it matters

4

Maintain brand, security and compliance

Prevents the burden of licensing, training and software management, whilst delivering consistent, high-quality, end-to-end digital messaging workflows

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Digital messaging in business operations

⬆20%

Increased conversion

Leveraging SMS communication from the desktop can deliver over 20% improved conversion rates than email communications.

>45%

Desktop email clients

Microsoft Outlook & Office 365 account for the majority of the business workforce, with Gmail making up an additional 36%. Consolidated messaging via desktop & web brings campaign capability to large audiences.

⬆209%

Response rate over email

The enviable open rate of SMS communication can be harnessed as part of everyday business operations.

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Messaging via MS Outlook

A sidebar plugin to access Whispir directly from your desktop email client

- Leverage the template design, centralised contacts & distribution lists, personalisation of content and managed compliance to send operational or engagement comms directly from your daily corporate email application

  or

- Compose ad-hoc messaging to augment use cases such as call response and agile business workflows, without compromising security, compliance and privacy obligations
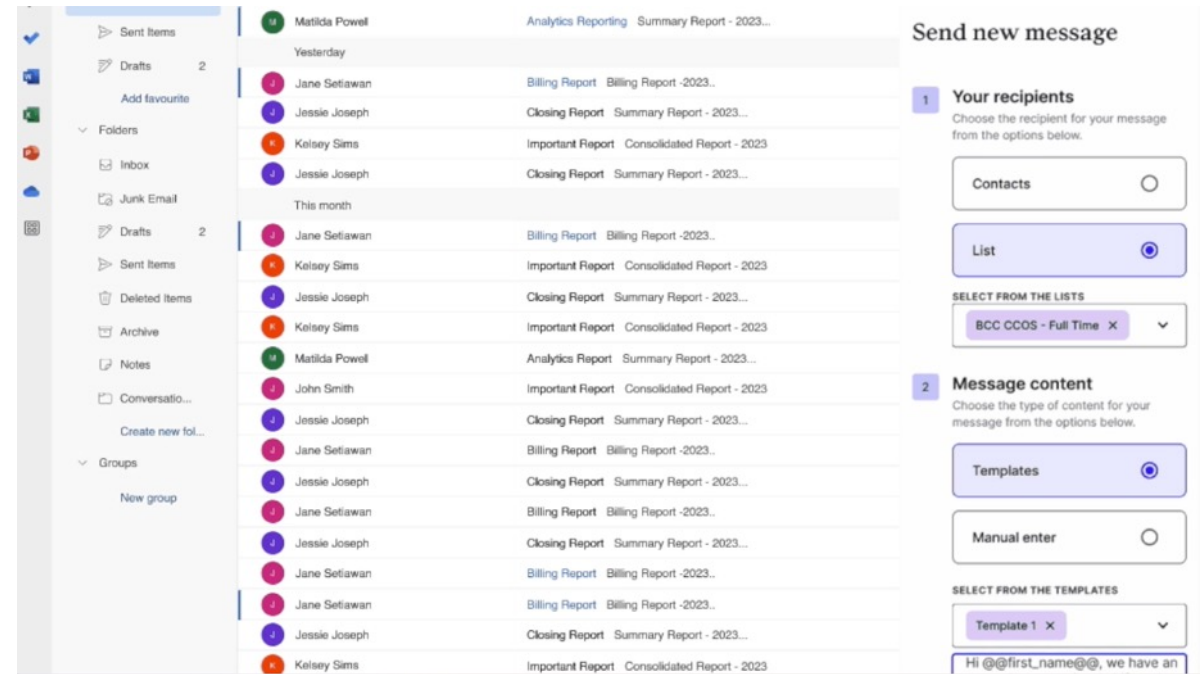
[Click here to launch video](#)

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Our roadmap brings Whispir to a broad ecosystem

Consumption of secure web end-points for deployment of Whispir Messaging across a range of web-compatible solutions

- Standard security
- Standard messaging features
- Plug-and-play interoperability with our customers' technology landscape

1. Configure your experience

2. Generate your integration code

3. Deploy into an existing technology stack
   - Intranet sites and operational dashboards
   - Sidebars
   - Portal technologies etc.
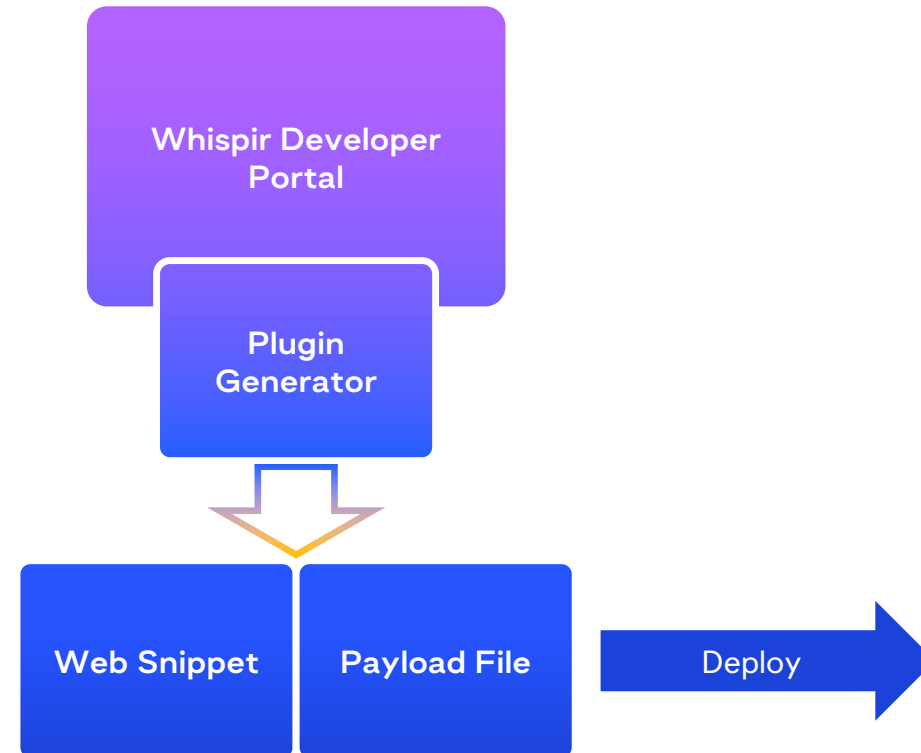
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Messaging as a part of broader ecosystems

Whispir Developer Portal

Plugin Generator

Web Snippet

Payload File
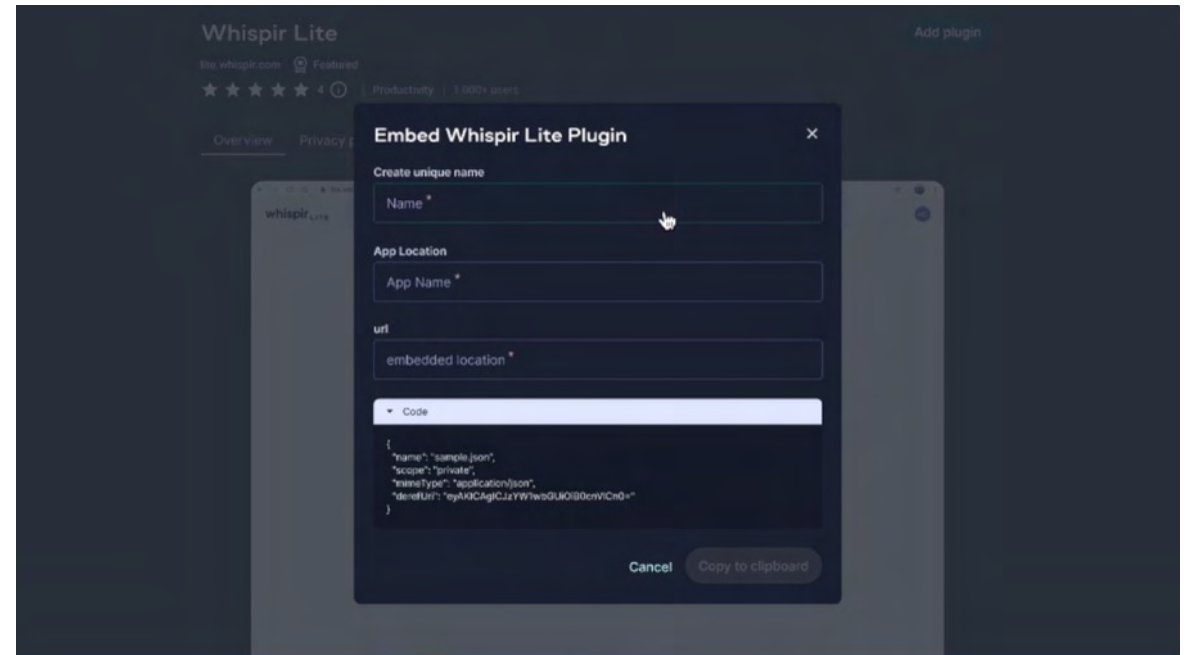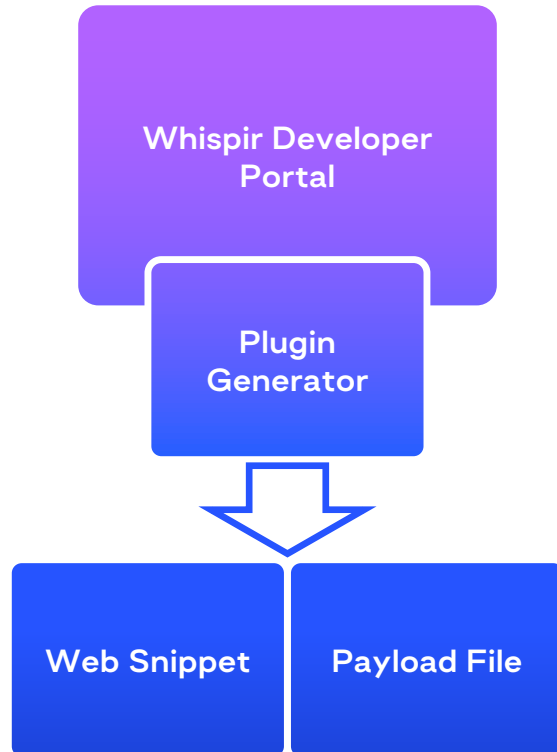
[Click here to launch video](#)

Whispir Product

FY24 Outlook

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Whispir's Q2 Releases

Off-Platform Messaging

For organisations with a distributed user base, requiring access to messaging creation for customers and employees, Off-Platform Messaging will deliver a new user tier providing access to lean, frictionless, use-case aligned messaging tools under a secure and managed user identity.

NEW USER TIER   NEW SERVICE   USE CASE GROWTH

ALL REGIONS

Whispir Transact

Maximise the value of digital messaging workflows through integration of BPA, payment, agreement and similar services

NEW COMMERCIALS   USE CASE GROWTH

ALL REGIONS

	Whispir Transact	Off-Platform Messaging
Setup Fee		
Professional Services	✓ Workflow design & creation	
Monthly Fee		✓ Per User fee / Per-Committed Bundle
Transaction Usage Fee	✓ Transaction completion (e.g. payment/signing)	✓ Normal message fees

FY24 Q1   Q2

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Whispir's FY24 Product Outlook

Whispir Verify
Secure end-to-end service for the generation, delivery and verification of One-Time Passwords.

`NEW SERVICE` `API` `SECURITY` `ALL REGIONS`

Compose AI
Assisting the creation of effective communication with guided and directed Generative AI.

`NEW FEATURE` `AI` `ALL REGIONS`

Whispir Talkbots
Driving conversion with Voice AI. A new AI-powered voice solution that extends communication use cases and drives tangible business value

`NEW SERVICE` `AI` `ALL REGIONS`

Compliance Automation
Driving conversion with Voice AI. A new AI-powered voice solution that extends communication use cases and drives tangible business value

`NEW SERVICE` `COMPLIANCE` `ALL REGIONS`

Off-Platform Messaging
For organisations with a distributed user base, requiring access to messaging creation for customers and employees, Off-Platform Messaging will deliver a new user tier providing access to lean, frictionless, use-case aligned messaging tools under a secure and managed user identity.

`NEW USER TIER` `NEW SERVICE` `USE CASE GROWTH` `ALL REGIONS`

Whispir Transact
Maximise the value of digital messaging workflows through integration of BPA, payment, agreement and similar services

`NEW COMMERCIALS` `USE CASE GROWTH` `ALL REGIONS`

WhatsApp & OTT
Uplift of our WhatsApp channel for availability across all regions and supporting full-features WhatsApp composition and delivery.

`NEW FEATURES` `USE CASE GROWTH` `ALL REGIONS`

Security & Trust
A suite of implementation services and software add-ons that deliver brand, messaging, security and privacy compliance features, aligned to emerging Sender Id and privacy standards

`NEW FEATURES` `PROF. SERVICES` `SECURITY` `PRIVACY` `BRANDING` `ALL REGIONS`

Whispir Accelerate
Availability of new API services supporting complex integration use cases, eliminating custom code components, reducing complexity, cost and time for activation of Whispir value.

`NEW FEATURES` `API` `USE CASE GROWTH` `AUTOMATION` `ALL REGIONS`

FY24 Q1 — Q2 — Q3 — Q4