

MATRIXX Software

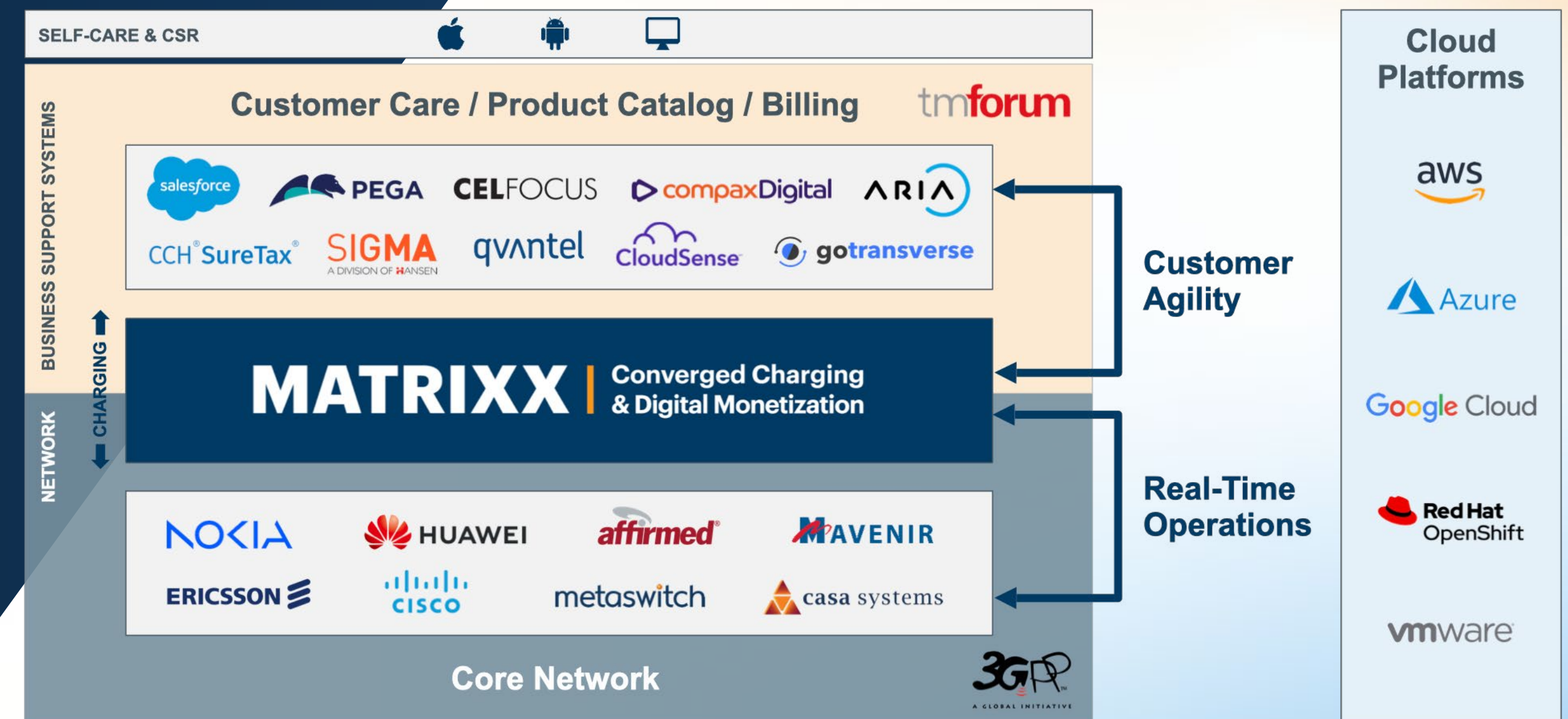
Digital Monetization for the Growth-Centric CSP



At the Forefront of Digital Business Architectures

MATRIXX sits at the heart of a transformed telecom operating environment, unifying all monetization functions across the business. Functions are modular and reusable, delivering real-time revenue generation and creating an agile, growth-centric Communication Service Provider (CSP). MATRIXX is the only platform that enables CSPs to overcome the limitations of traditional billing, delivering increased agility and a foundation for cost-efficient and seamless digital transformation. MATRIXX fully embraces the digital business architecture 3 Cs principles of **convergence**, **composability** and **cloud native software**, delivering scalability and operations at peak efficiency across all customer types, devices, services, payment methods and partner ecosystems.

MATRIXX Bridges TM Forum ODA and 3GPP



Communication Service Providers Innovate With MATRIXX

Featured Customers



The Future of Telecom: Real-Time Monetization and Agility With MATRIXX

The traditional telecom billing model is complex and cumbersome. It is burdened by separate, siloed systems that support different services, different customer types and different payment methods. This fragmentation has led to significant costs to operate, maintain, expand and integrate, and acts as a barrier to transformation and innovation.

MATRIXX delivers a high-performance, streamlined, real-time digital monetization solution. It unifies all charging functions for usage and non-usage charges for consumers, enterprises, wholesale customers and B2B2X partners across all network services, devices, and payment methods. With MATRIXX, a CSP can move beyond legacy billing systems and enrich their services with transparent monetization data, empowering customers with a real-time, complete and accurate view of their accounts, balances, services and usage. The result is an enhanced customer experience aligned with the modern digital era.

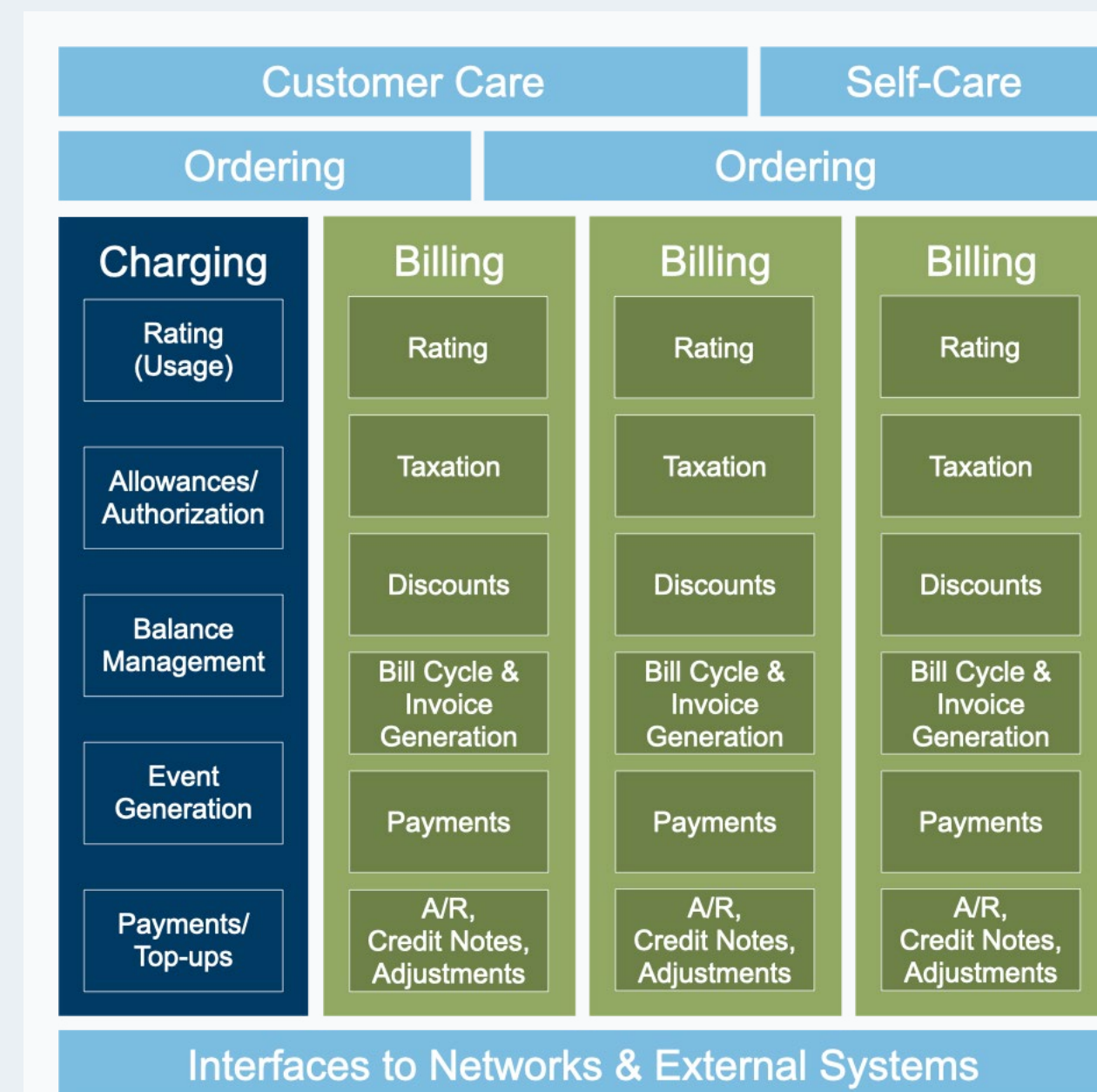
MATRIXX Delivers

Key Performance Indicator (KPI)	Results Achieved
Increase Revenues	3x increase in prepaid account recharge, >60% data plan upgrades
Increase Customer Loyalty	35+ points NPS advantage over competitors
Increase Referrals	25% of new sign-ups from referrals
Accelerate Time-to-Market	90% reduction in time-to-market for new plans
Reduce Cost-to-Serve	40% reduction in call center costs
Lower Cost-to-Operate	35% reduction in 5-year TCO

Disruption Is in the MATRIXX DNA

The struggle for CSP business transformation is real. They aspire to achieve digital benefits, modeling and matching the most successful technology firms in structure and operations. Digital competitors have set a high bar, with their ability to innovate rapidly, extensive portfolio of competitively-priced services, and all-digital customer experiences. To compete, CSPs must not only match but surpass these capabilities. This challenge demands a disruptive approach to CSP operations.

That's where MATRIXX comes in.

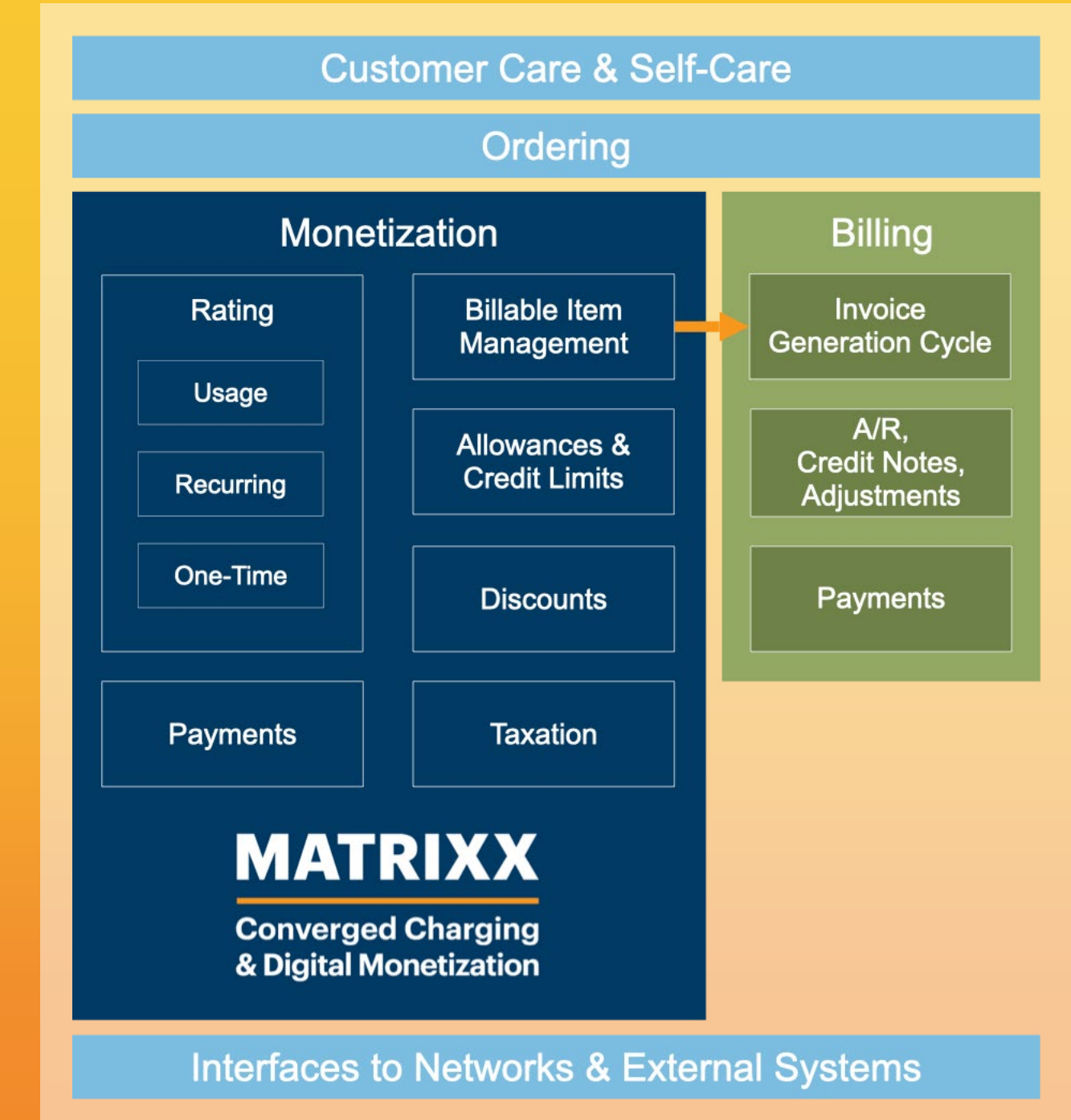


Typical Legacy BSS Environment

Legacy Business Support Systems (BSS)

Billing, Rating, Charging Functions

Separate Silos



Digital Monetization Ecosystem

Digital Business Architectures

Digital Monetization

Convergence, Composability and Cloud Native

The MATRIXX Digital Monetization Advantage

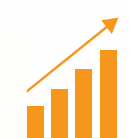
MATRIXX Software’s digital monetization solution is the only monetization platform specifically designed to transform CSPs to a digital business architecture. The unique solution not only improves the quality of customer experiences, but also accelerates innovation, facilitates revenue generation, increases operational efficiencies and reduces costs to serve.



Improve Customer Experience



Accelerate Innovation



Grow Revenue Streams



Increase Operational Efficiencies

	MATRIXX Software	Other Vendors
Digital Monetization	Unified and configurable monetization architecture	Siloed legacy architecture requiring custom development to maintain and evolve
Commercial Agility	Click-not-code configuration of new offers	Coding required for every new use case
Cloud Native Maturity	Composable from the start and cloud agnostic enabling deployment in public cloud, private cloud or on-premise	Refactored code and compromised architectures
Convergent	Unified monetization for any customer type, any device, any network type and any payment model	Separate engines for diverse customer types, networks, prepaid and postpaid subscribers
Real-Time Performance	Predictable low-latency performance	Real-world complex pricing algorithms kill latency and throughput
Product-First Approach	Common code base supporting every customer across the globe	Software framework with significant services effort to customize, deploy and maintain
Deployment Model	Configuration by internal team, SI or supported by MATRIXX professional services	Customized at every customer site
Integration Support	REST APIs and adaptable network gateways; TM Forum Open APIs	Proprietary protocols and AVP coding
Ability to Execute	Proven 6-9 month deployment timeline delivering immediate results	Cost overruns and project failures are the rule rather than the exception



About MATRIXX Software

MATRIXX Software delivers a modern converged charging and digital monetization solution proven at scale. Global operators like Telefónica and Telstra, IoT providers like Tata Communications and network-as-a-service (NaaS) providers like DISH rely on the platform to overcome the limitations of traditional Business Support Systems (BSS). With MATRIXX, service providers can rapidly configure, deploy and monetize personalized, innovative offerings. Its cloud native platform delivers accurate, real-time information that improves customer engagement. MATRIXX enables commercial innovation and real-time customer experiences that drive revenue and growth opportunities across multiple markets.

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