MATRIXX SOFTWARE

A Change Agent's Approach to Growth

Why Digital Innovators Choose MATRIXX

Digital-Grade Foundations for Growth

Change agents solve hard business challenges by taking a different approach.

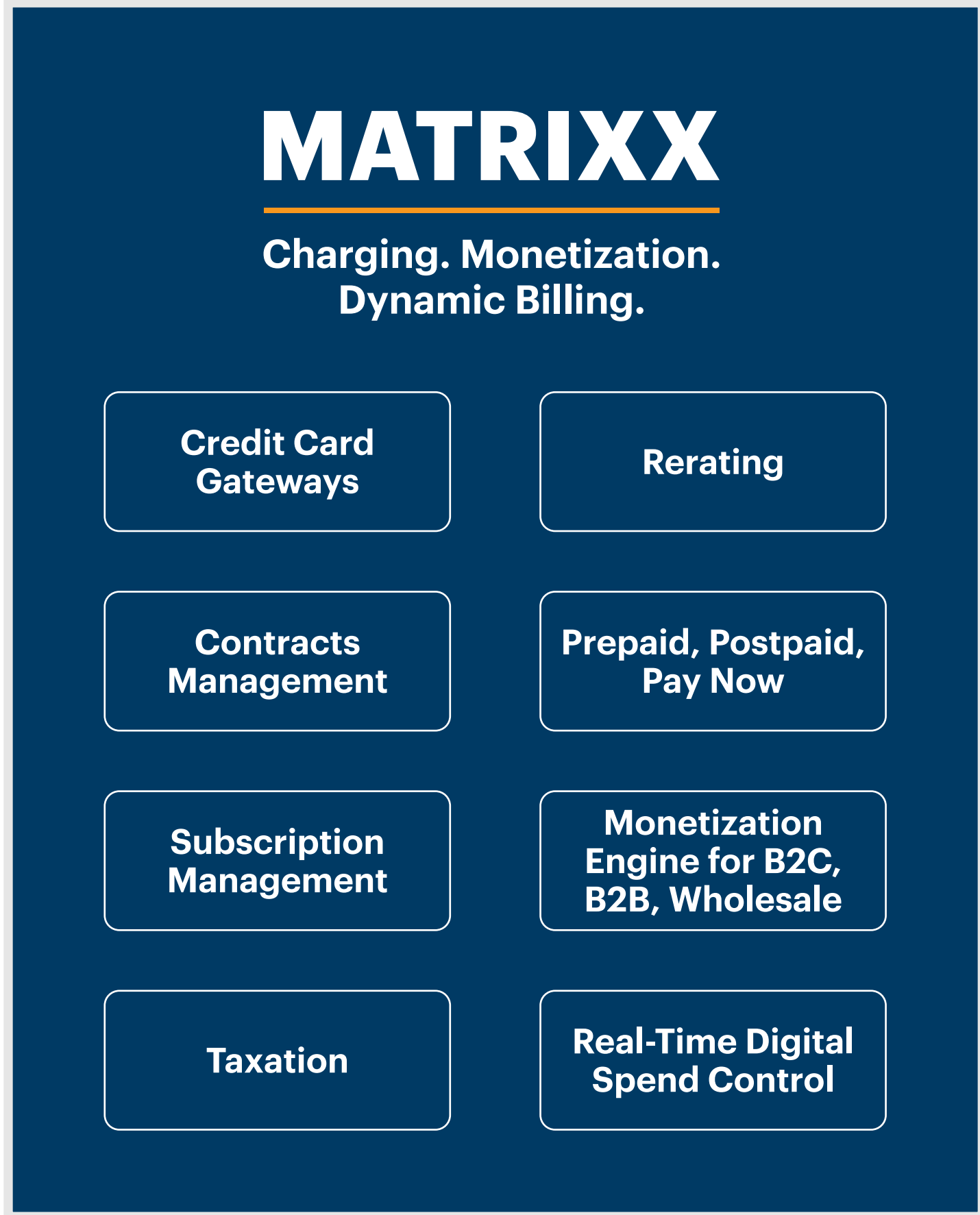The MATRIXX Dynamic Billing solution is unique in the monetization space.

It is a rich, innovative fusion of digital customer engagement, real-time converged charging and digital billing functionality in a high performance, built-for-purpose product that's out-of-the-box ready. Benefits include time-to-market offer agility, accelerated time-to-revenue collection and freedom-to-innovate autonomy.

A true engine of growth, MATRIXX Dynamic Billing enables a lean, efficient, single-wallet, single-monetization layer strategy, accelerating the eradication of complex legacy billing.

When was the last time your legacy BSS vendor truly innovated to help you grow?

There is another way!

THE ROLE OF AN INTEGRATED MONETIZATION SOLUTION

MATRIXX
Charging. Monetization. Dynamic Billing.

Credit Card Gateways	Rerating
Contracts Management	Prepaid, Postpaid, Pay Now
Subscription Management	Monetization Engine for B2C, B2B, Wholesale
Taxation	Real-Time Digital Spend Control

TELCO BENEFITS

Agility
Time-to-Market Reduction

Acceleration
Time-to-Revenue Collection

Autonomy
Freedom to Innovate

Inhibitors to Growth

"Change is inevitable, growth is optional..."

But not all change is born equal.

Change must be radical, purposeful and innovative to truly drive growth. Upgrades to "BSS v2" under the stranglehold of existing legacy suite vendors are prone to program failure and perpetuate the telco challenges of limited differentiation and financial stagnation.

Fundamentally, the legacy suite vendor business model operates counter to telcos' long-term interests and success. With often >70% of revenue from custom developments, telco agility, acceleration and autonomy are threats to that model.

Growth can never be optional. It's mandatory.

If not now, then when?

LEGACY APPROACHES TAXING INNOVATION

Unable to sustainably monetize network CAPEX investments. Complex legacy systems a tax on innovation.

Suite vendors self-interest and stranglehold perpetuates a lack of innovation and operator autonomy. This model is counter to telco growth.

Digital-grade technology investments and customer engagement not keeping pace with market dynamics.
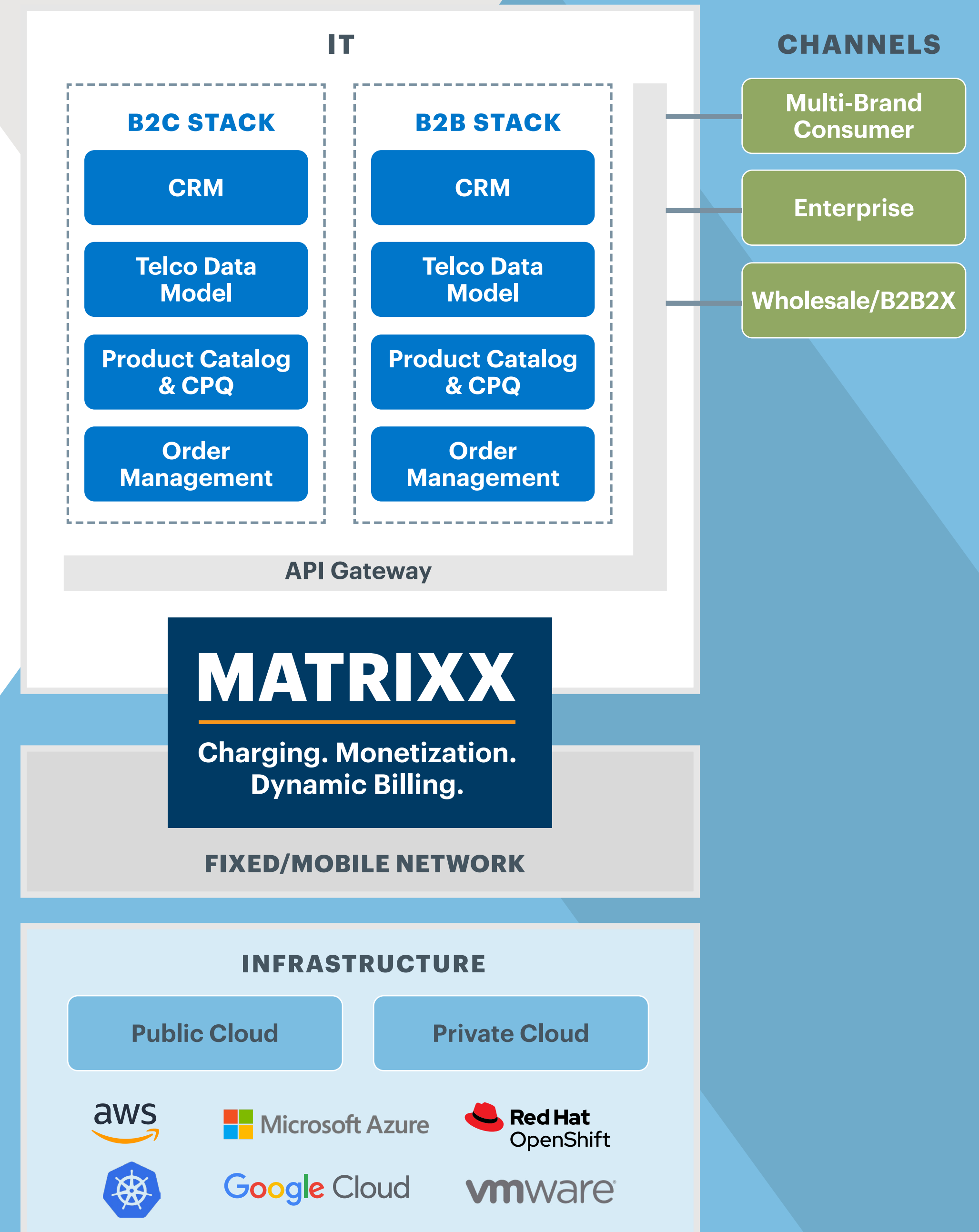
A New Best-of-Breed Operational Approach

There is another way.

Telstra, with their combined T22 and T25 strategies, saw the need to massively simplify their IT stack and market offerings as a precursor to a new digital beginning across B2C, B2B and wholesale.

Telefónica Germany, on the path to saving some 30% of operational costs through a lean and radical approach, consolidating siloed legacy systems into a best-of-breed, segment-stack approach covering B2C and B2B segments.

DISH is building a world-leading, best-of-breed, end-to-end network, from Open RAN in the access layer to a public cloud/cloud native-delivered greenfield BSS stack, driving B2C, B2B and wholesale business segments.

It starts with a vision.

IT

CHANNELS

B2C STACK	B2B STACK
CRM	CRM
Telco Data Model	Telco Data Model
Product Catalog & CPQ	Product Catalog & CPQ
Order Management	Order Management

- Multi-Brand Consumer
- Enterprise
- Wholesale/B2B2X

API Gateway

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FIXED/MOBILE NETWORK

INFRASTRUCTURE

Public Cloud	Private Cloud

aws   Microsoft Azure   Red Hat OpenShift

Google Cloud   vmware

The Leading Edge of Telco Innovation

A band of digital-first innovators is leading the charge in bridging the gap between telcos and techcos and driving accelerated growth agendas.

What's common between them? A simplified operational approach, supporting rapid digital service delivery and monetization, delivering sustainable business outcomes; significant NPS gains; major reductions in call center calls and complaints; and a doubling of customer acquisition rates. All by putting digital-grade, single-monetization layer technology in the hands of change agents.

A true growth catalyst.

BEST-OF-BREED APPROACH TO BRIDGING THE TELCO TO TECHCO GAP

Digital-First Innovator Brands

Telco Strengths

Security

Reliability

Resiliency

Connectivity Coverage

verizon

orange™

Techco Strengths

Service Innovation

Dynamic Monetization

Digital Leadership

Application Centric

Growth Drivers: Agility. Acceleration. Autonomy.

The fully featured out-of-the-box product approach, real-time digital customer engagement and digital billing capabilities of the MATRIXX Dynamic Billing solution underpin two crucial levers of growth.
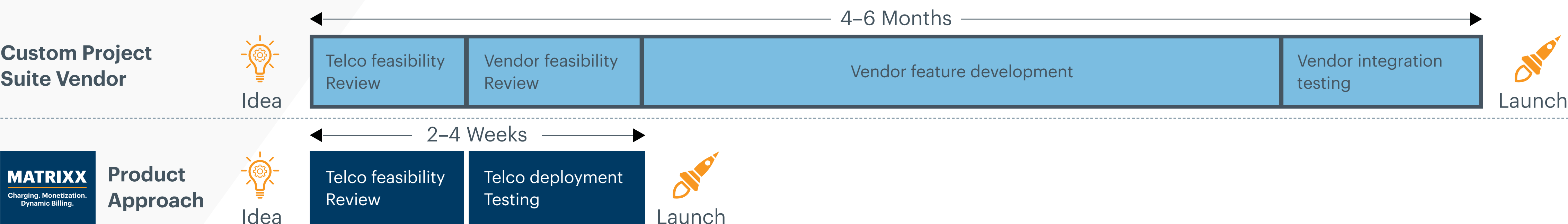
1) A massive reduction in offer time-to-market, in many cases reduced by 80% compared to legacy approaches.

2) Equally impressive reductions in time-to-revenue collection, driven by a real-time digital "anypaid" model.
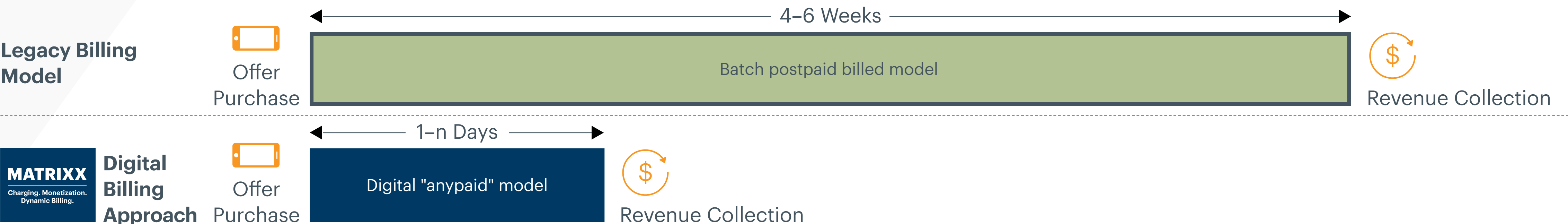
Vastly improved business outcomes are tangible, sustainable and only achievable through a single digital monetization layer approach to revenue management.

Because growth simply can't wait.

OFFER TIME-TO-MARKET AGILITY

Custom Project Suite Vendor

Idea

4–6 Months

| Telco feasibility Review | Vendor feasibility Review | Vendor feature development | Vendor integration testing |

Launch

MATRIXX Charging. Monetization. Dynamic Billing.
Product Approach

Idea

2–4 Weeks

| Telco feasibility Review | Telco deployment Testing |

Launch

TIME-TO-REVENUE ACCELERATION

Legacy Billing Model

Offer Purchase

4–6 Weeks

| Batch postpaid billed model |

Revenue Collection

MATRIXX Charging. Monetization. Dynamic Billing.
Digital Billing Approach

Offer Purchase

1–n Days

| Digital "anypaid" model |

Revenue Collection

The Rise of the Digital Unbilled

Existing billing processes create unnecessary friction with customers. Complexity, repeated errors and a lack of commercial transparency create a negative dynamic and a lack of trust.

A process that values one-touch monthly revenue collection over multi-touch revenue-generating activities is fundamentally flawed. And it is anti-growth.

A new experience requires a new approach. One predicated on a real-time, digital "superapp" experience, with all-in-one access to spend, utilization, offers and a flexible "anypaid" model. A model where users purchase and pay at their leisure, no longer driven by the tyranny of the bill cycle.

The eradication of legacy billing.

LEGACY BILLING INVOICE
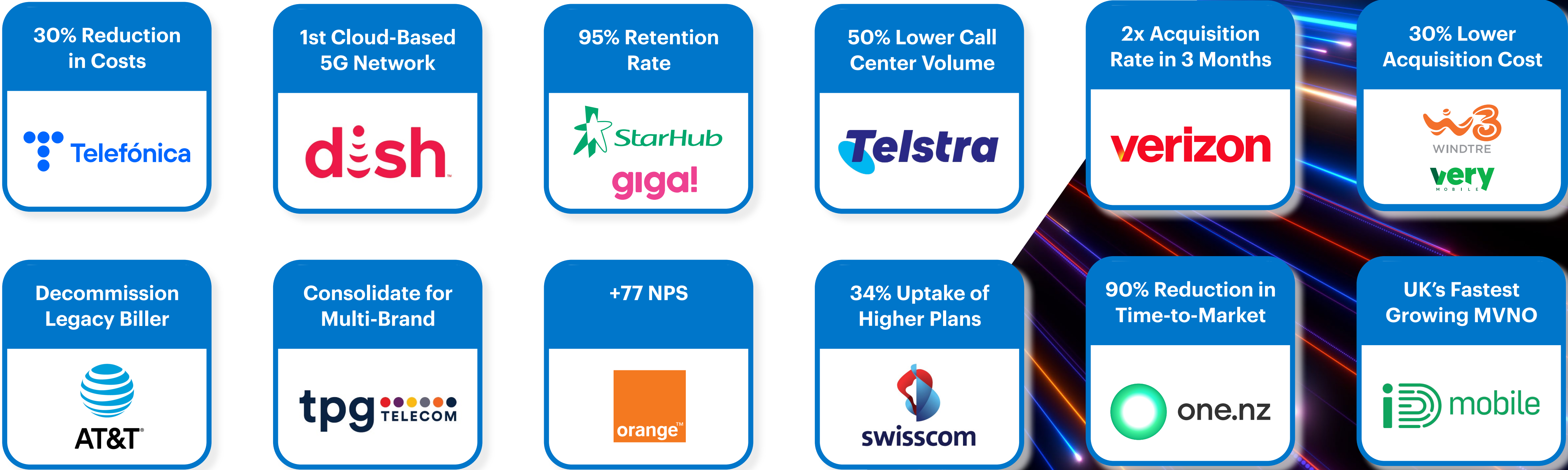
CONSOLIDATED DIGITAL ACCOUNT

Change Agents Driving Results

Bold, innovative change agents are driving an array of activities with tangible business outcomes, tuned to helping them differentiate and grow in their markets.

Innovators are taking a new approach to solving well-known, existing business challenges, not doing the same things and expecting different results.

In a highly competitive, results-driven business, these are achievable results by any telco in any segment, in any geography.

A game-changing growth mindset.

30% Reduction in Costs	1st Cloud-Based 5G Network	95% Retention Rate	50% Lower Call Center Volume	2x Acquisition Rate in 3 Months	30% Lower Acquisition Cost
Telefónica	dish	StarHub giga!	Telstra	verizon	WINDTRE very

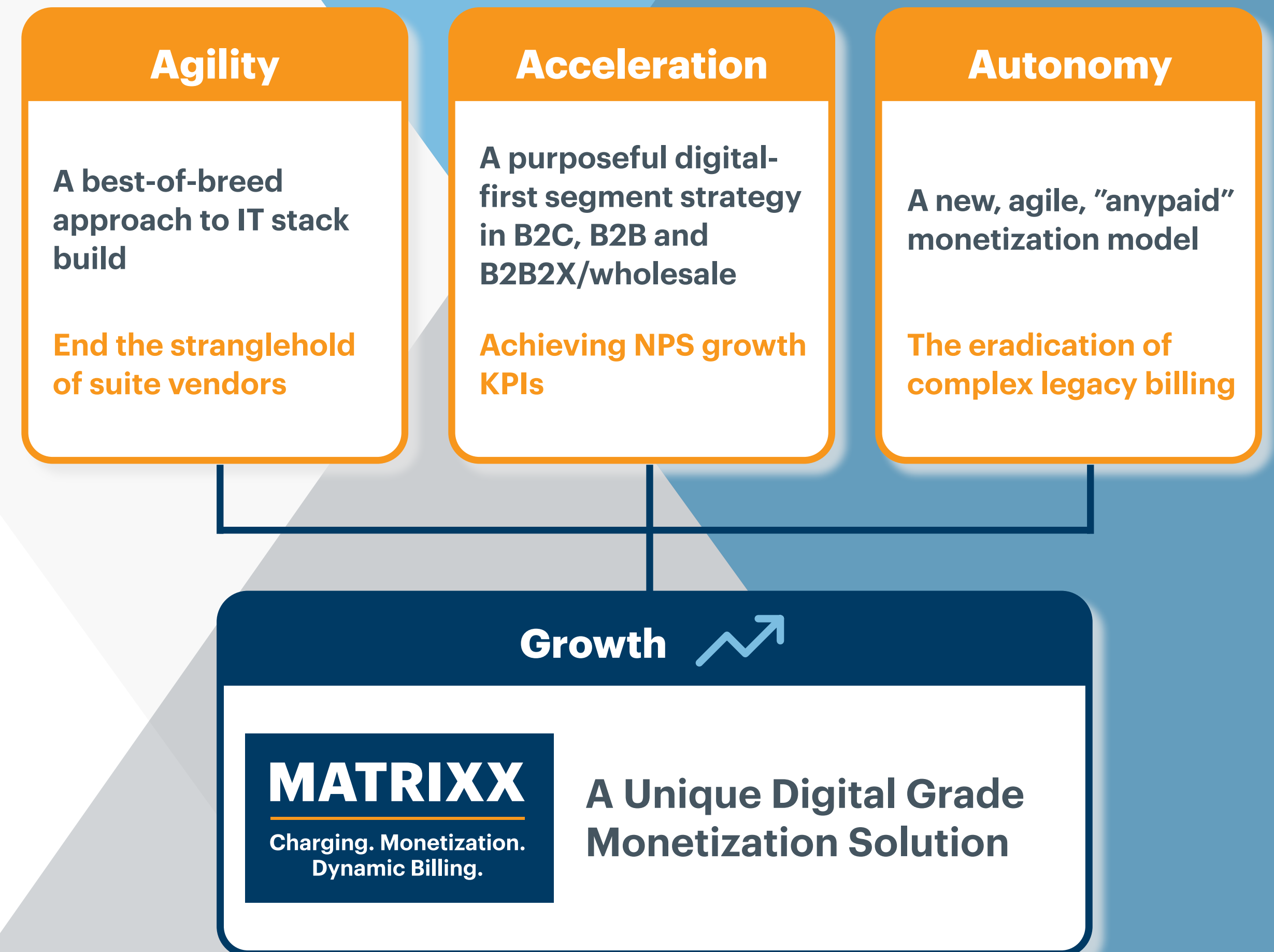| Decommission Legacy Biller	Consolidate for Multi-Brand	+77 NPS	34% Uptake of Higher Plans	90% Reduction in Time-to-Market	UK's Fastest Growing MVNO
AT&T	tpg TELECOM	orange	swisscom	one.nz	iD mobile

A Call to Innovate

Delivering sustainable growth is the number one challenge for telcos.

The MATRIXX Dynamic Billing solution is an engine of growth: driving a bold new model of digital monetization that delivers time-to-market agility, accelerated revenue collection and operational autonomy that unleashes the freedom to innovate.

At its heart, it is a simplified single-wallet, single-monetization layer approach that accelerates the eradication of legacy billing and legacy thinking.

In doing so, MATRIXX Dynamic Billing puts the power of decision-making and opportunity development firmly back in the hands of operator teams, ending the tyranny of vendor lock-in and control.

A true change agent growth agenda.

Agility

A best-of-breed approach to IT stack build

End the stranglehold of suite vendors

Acceleration

A purposeful digital-first segment strategy in B2C, B2B and B2B2X/wholesale

Achieving NPS growth KPIs

Autonomy

A new, agile, "anypaid" monetization model

The eradication of complex legacy billing

Growth

MATRIXX
Charging. Monetization. Dynamic Billing.

A Unique Digital Grade Monetization Solution

About MATRIXX Software

MATRIXX Software delivers a dynamic billing, monetization and charging solution proven at scale. Global service providers like Telefónica, IoT providers like Tata Communications and network-as-a-service providers like DISH rely on MATRIXX to overcome the limitations of existing billing applications. MATRIXX provides a unified platform that transforms and simplifies billing operations across consumer, enterprise and wholesale businesses. With MATRIXX, operators can rapidly configure, deploy and monetize personalized offerings, enabling commercial innovation and real-time customer experiences that drive revenue and growth.

matrixx.com