



EXECUTIVE BRIEFING SERIES

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.

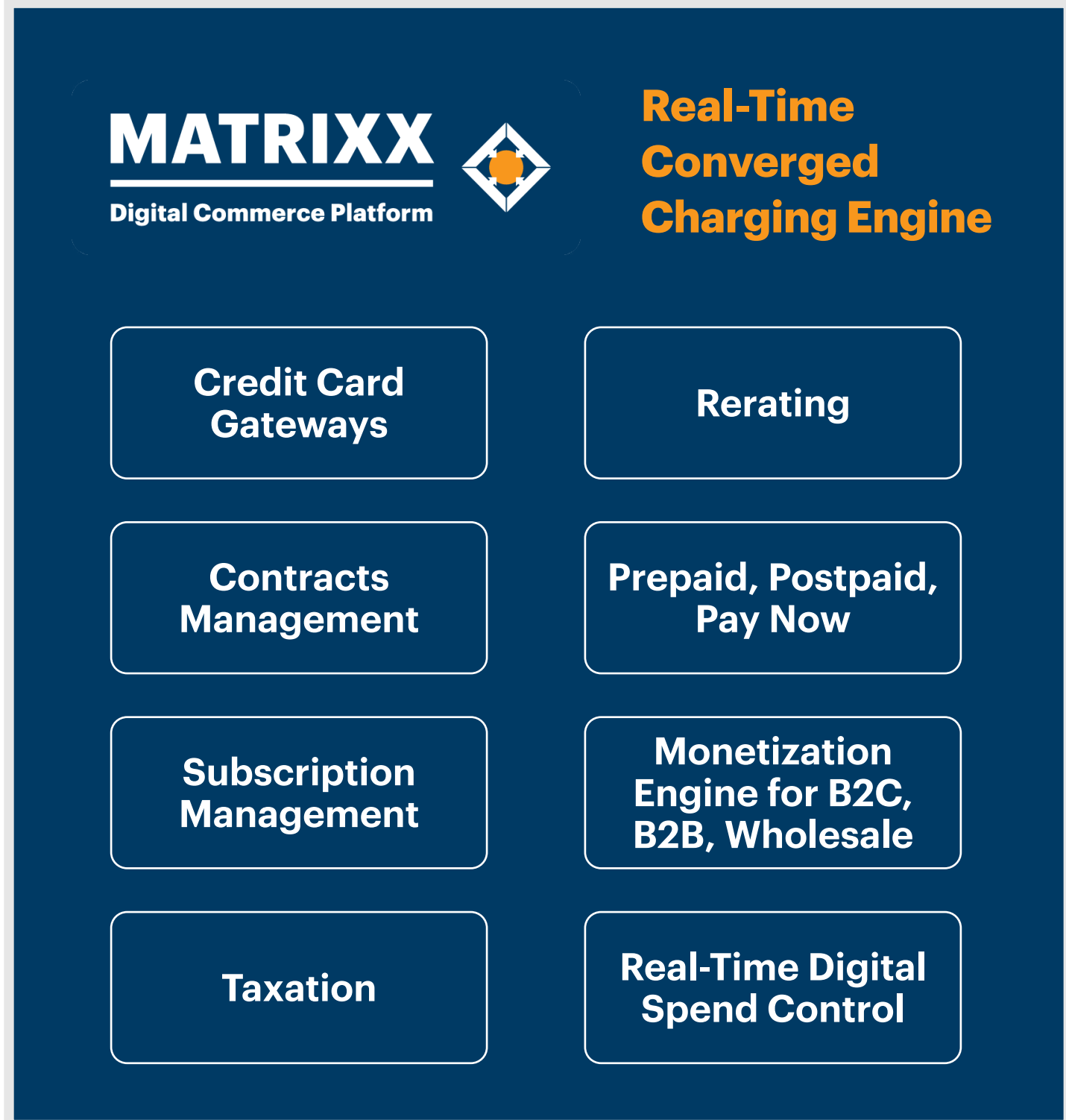
The MATRIXX Software Digital Commerce Platform is unique in the monetization space.

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.

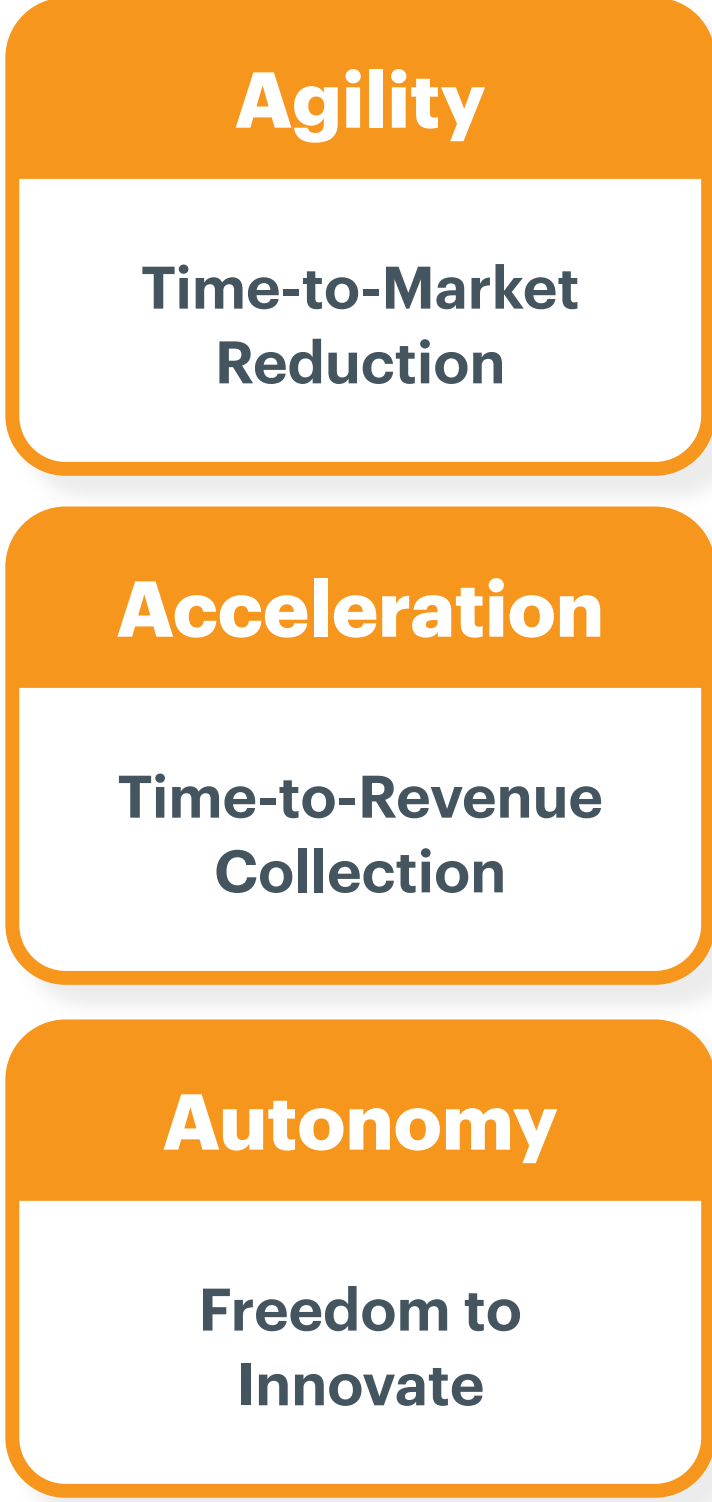
A true engine of growth, MATRIXX Digital Commerce enables a lean, efficient, single-wallet, single-monetization layer strategy, accelerating the eradication of complex legacy billing.

When was the last time your legacy BSS vendor truly innovated to help you grow?
There is another way!

THE ROLE OF AN INTEGRATED DIGITAL COMMERCE ENGINE



TELCO BENEFITS



Inhibitors to Growth

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

But not all change is born equal.

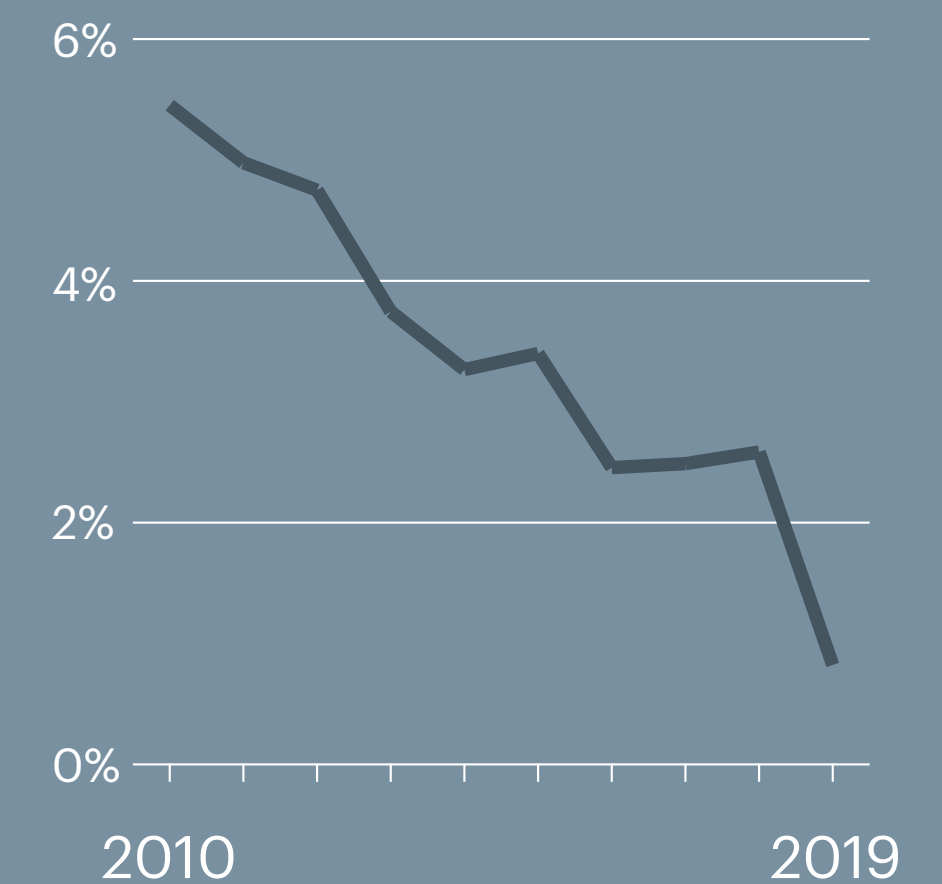
Change must be radical, purposeful and innovative to truly drive growth. Upgrades to "BSS v2" under the stranglehold of existing legacy suite vendors are prone to program failure and perpetuate the telco challenges of limited differentiation and financial stagnation.

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?

The Sustainable Monetization of Investment Challenge



Return on Invested Capital to Weighted Average Cost of Capital Spread for Top 25 Global Telecom Operators. Source: McKinsey

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

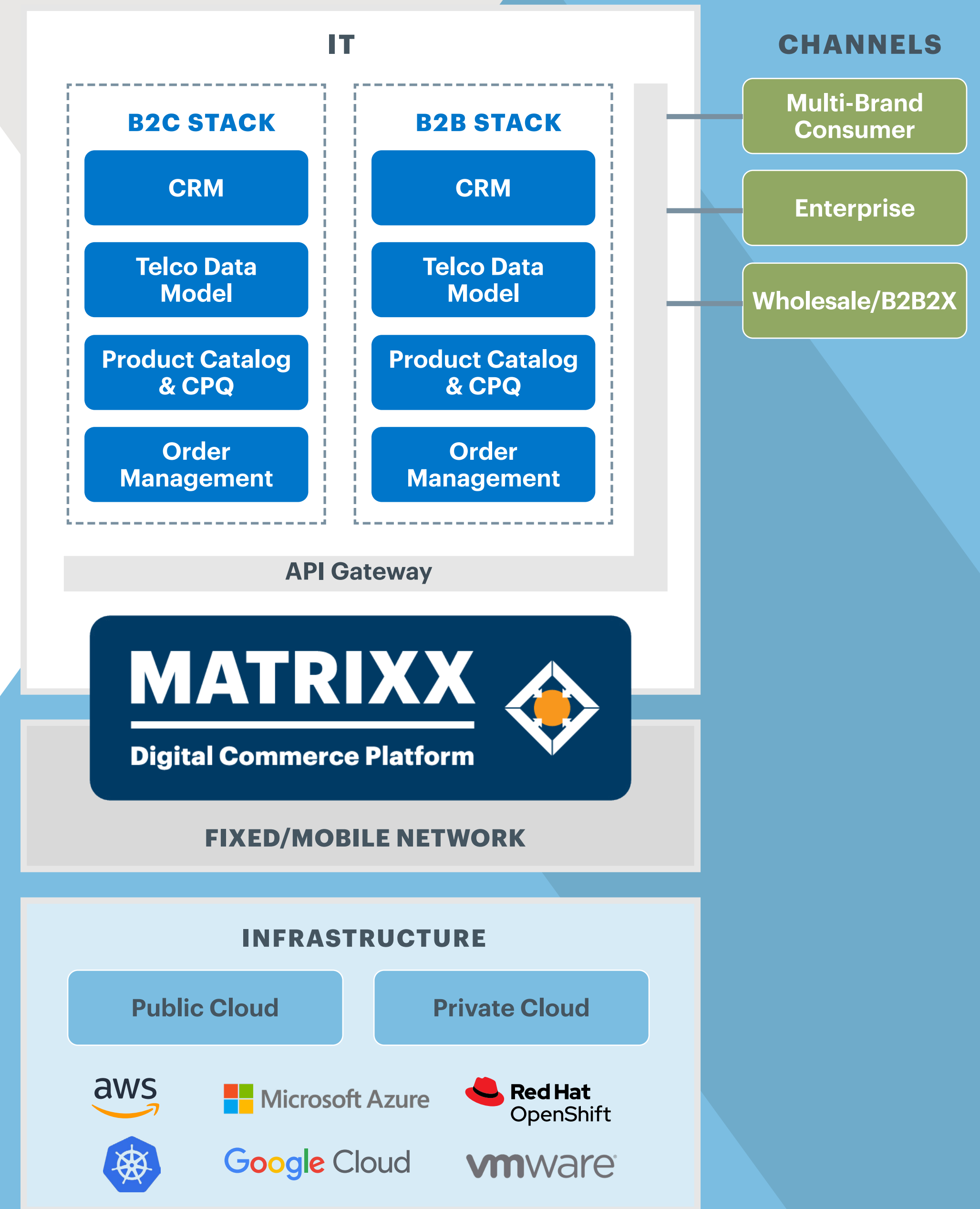
There is another way.

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.



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

Telco Strengths

- Security
- Reliability
- Resiliency
- Connectivity Coverage

Digital-First Innovator Brands

verizon[✓]



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 Digital Commerce Platform underpin two crucial levers of growth.

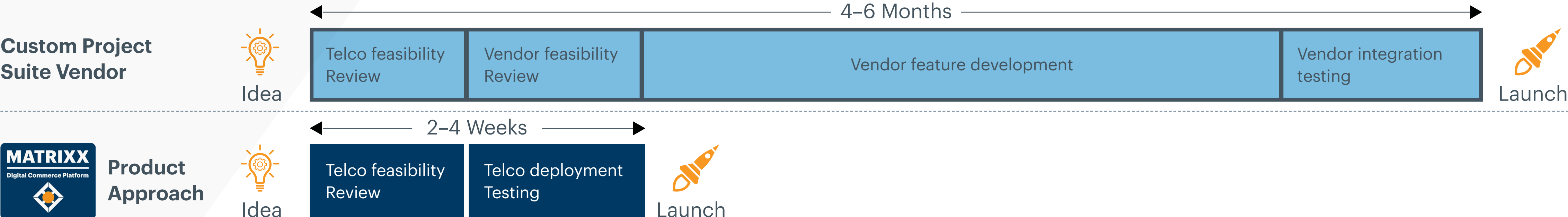
1) A massive reduction in offer time-to-market, in many cases reduced by 80% compared to legacy approaches.

2) Equally impressive reductions in time-to-revenue collection, driven by a real-time digital “anypaid” model.

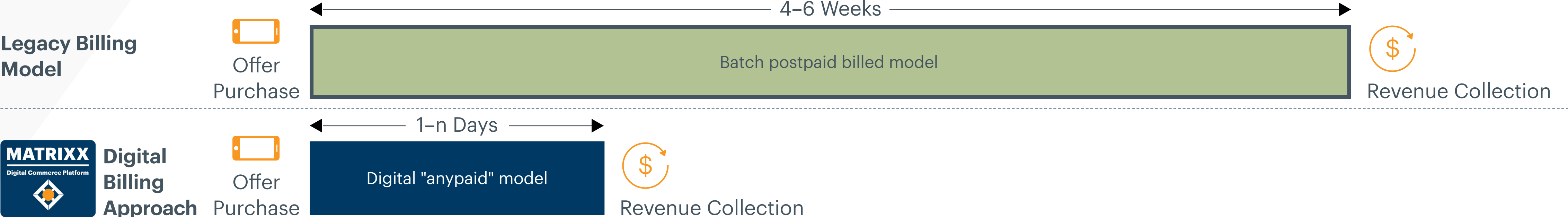
Vastly improved business outcomes are tangible, sustainable and only achievable through a single digital monetization layer approach to revenue management.

Because growth simply can’t wait.

OFFER TIME-TO-MARKET AGILITY



TIME-TO-REVENUE ACCELERATION



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.

Previous Balance	Payments Received thru 03/10/23	Credits and Adjustments to Prev. Balance	Past Due Balance	Current Charges Due by 04/10/23	TOTAL AMOUNT DUE
96.78	96.78CR	0.00	00.00	101.26	\$101.26

ACCOUNT SUMMARY

Monthly Service Charges

Price Plan Recurring Charges

Other Recurring Charges

Voice & Messaging Charges

Zone Charges

Roaming Charges

Data Charges

Other Charges & Credits

Taxes

Total Current Charges Due by 04/10/23

TOTAL AMOUNT DUE

75.99

55.99

20.00

0.00

0.00

6.94

10.00

0.00

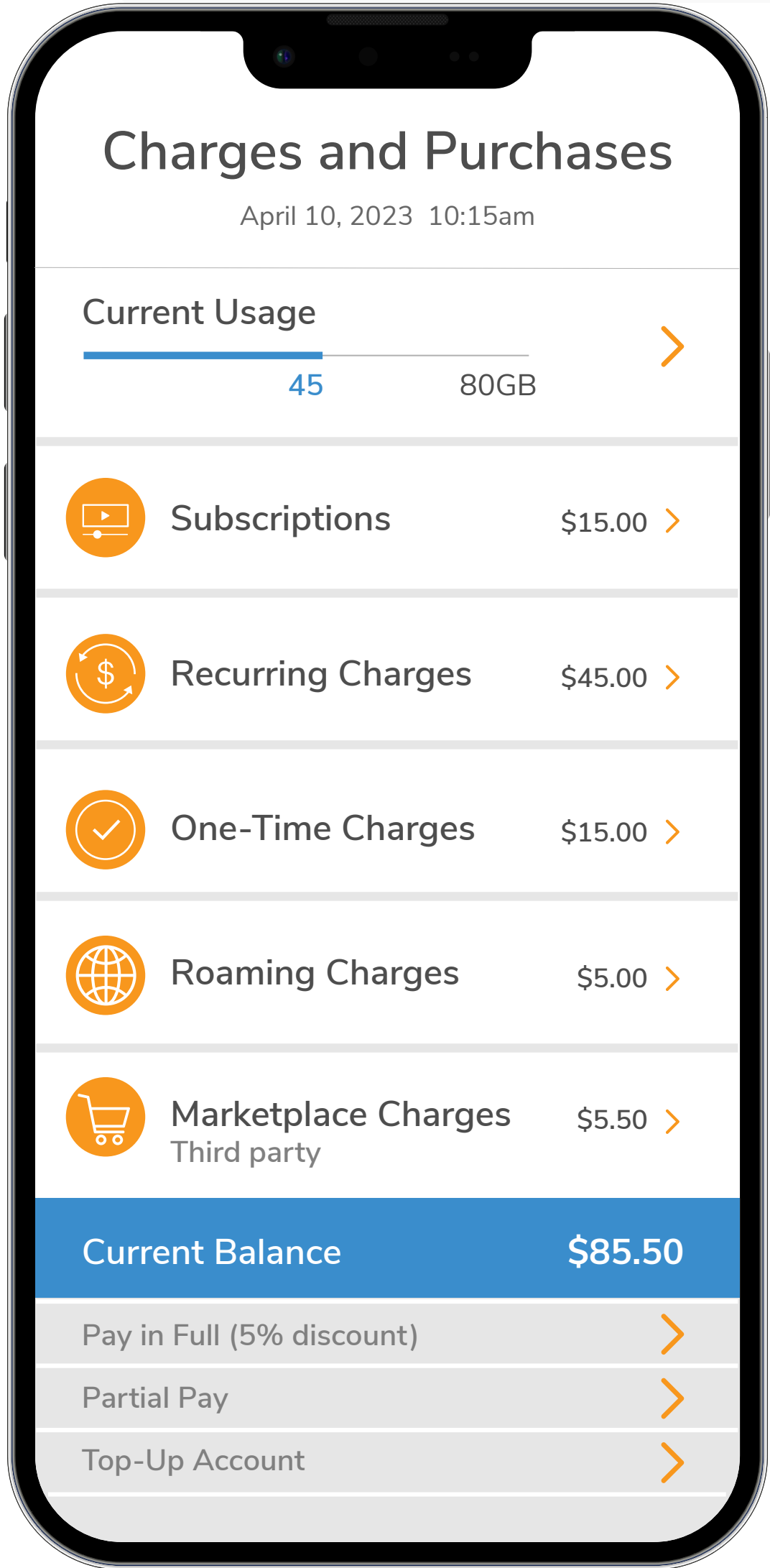
8.33

101.26

\$101.26

LEGACY BILLING INVOICE

The eradication of legacy billing.



CONSOLIDATED DIGITAL ACCOUNT

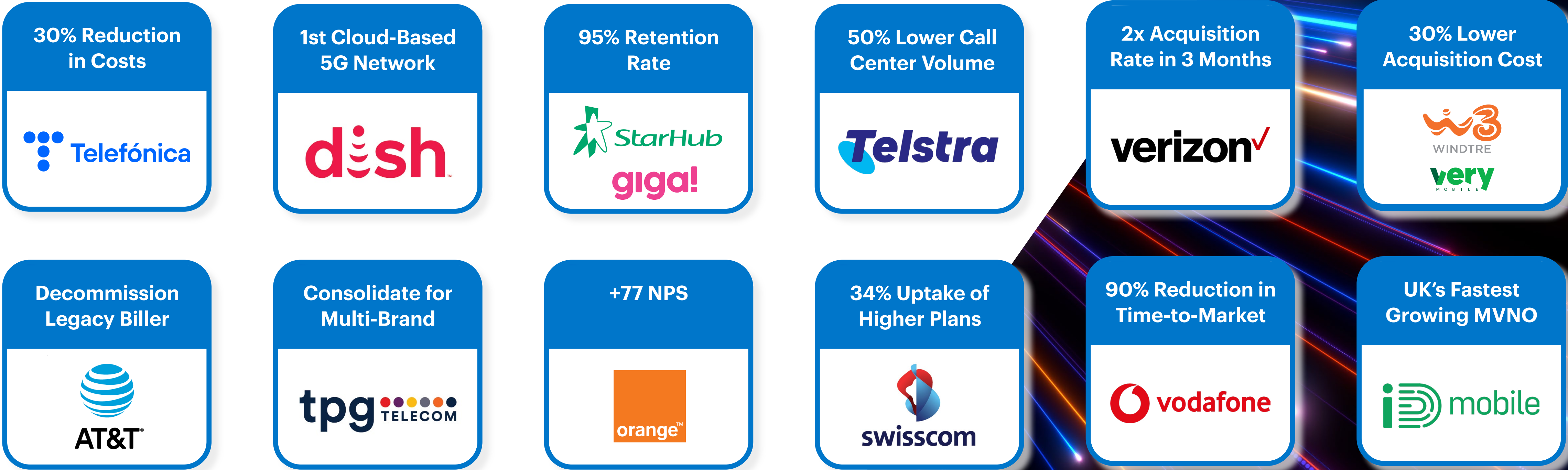
Change Agents Driving Results

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.



A Call to Innovate

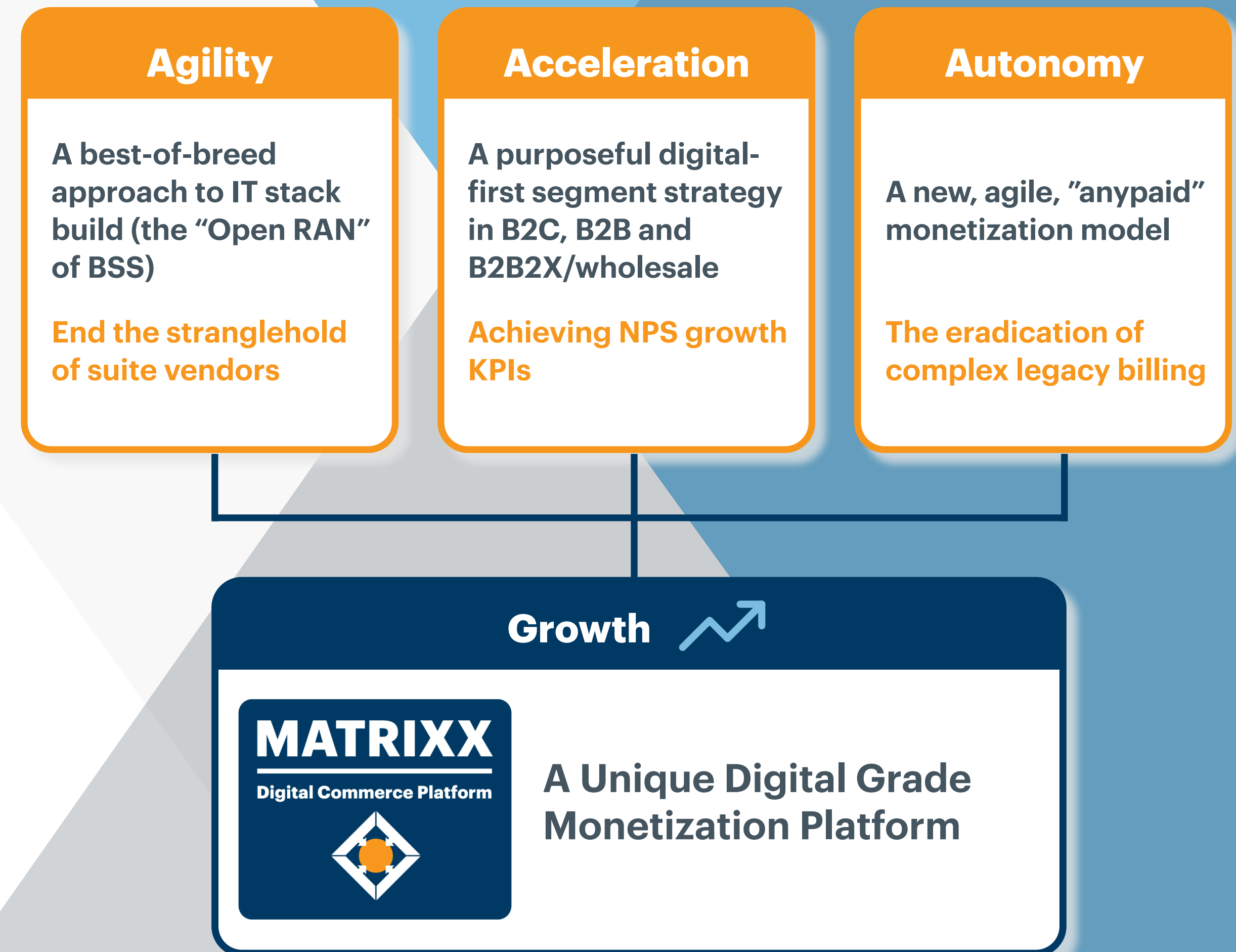
Delivering sustainable growth is the number one challenge for telcos.

The MATRIXX Digital Commerce Platform 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 Digital Commerce 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.





About MATRIXX Software

MATRIXX Software delivers a modern converged charging and commerce solution proven at scale. Its cloud native Digital Commerce Platform provides network-grade, mission critical software that unlocks new network monetization opportunities. With its no-code configuration capabilities, MATRIXX empowers service providers with the agility necessary to easily develop, deploy and monetize new products and services. MATRIXX is the platform of choice powering many of the world's leading communications companies, IoT players and emerging network infrastructure providers. MATRIXX makes it possible to harness commercial innovation and on-demand customer experience to better compete and drive new revenue and growth opportunities across markets and verticals.