

Achieving Digital Monetization with MATRIXX

SOLUTION SUMMARY

As Communication Service Providers (CSPs) search for ways to differentiate themselves, delivering digital-first customer experiences is a top priority. Early efforts focused on the discovery and purchase user journeys with real-time access to bundle consumption and prepaid balances. Increasingly, service providers are focusing on real-time and immediacy across the complete end-to-end customer lifecycle and, more specifically, the billing and payments processes. This means merging once disparate processes around online and offline rating and charging with classic billing functions such as batch recurring and one-time charge generation. By consolidating and simplifying these processes, usage-based, recurring and one-time charges are all managed and available to customers in real-time.

The result is true transparency of all incurred costs at every point in the customer lifecycle enabling a digital-first experience way beyond purchase and onboarding. It also speeds up time-to-cash for service providers and lowers billing costs, revenue leakage, disputes and bad debt. MATRIXX Software's digital monetization solution is a real-time platform that enables this digital-first model by providing a single, converged monetization engine for all charges.

How Digital Monetization Improves Customer Experience and Cash Collection

A key part of digital monetization is real-time charge calculation, including taxes and discounts. Charges are calculated when incurred. For an existing plan, the monthly charge is calculated at the start of the bill cycle rather than the end, and this could be any charge including for subscriptions, contracts or devices. For one-time activities like a game boost, or a new or changed plan, the charges are calculated when ordered. This is how service providers can achieve transparency and immediacy, giving the customer their up-to-date spend visibility at all times, and giving care staff the same visibility. By calculating all charges in real-time, service providers are improving how fast the bill is generated, and therefore, cash is collected, with some validation and QA activities undertaken throughout the period, reducing the end-of-cycle load. And overall, the bill cycle process is simpler as it just needs to process charges already created and passed to it.

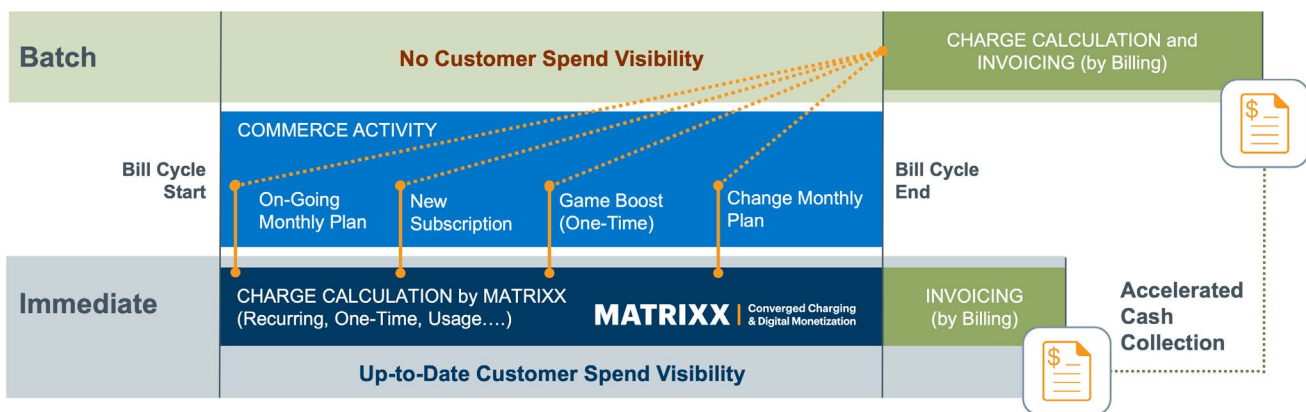


Figure 1: MATRIXX Immediate Charge Calculation

Benefits

- Shorter time-to-cash by reducing the bill-cycle processing time
- Accurate quote-to-bill by using the MATRIXX pricing service both by ordering and for calculating the actual charges
- Reducing first bill shock by using MATRIXX pricing and proration services to provide the customer with an estimated first bill
- Increased customer visibility and control, with an accurate and current spend position of all charges
- Improved customer service by allowing credits on unbilled charges
- Enhanced payment flexibility by supporting both on-cycle-bill charges and pay-on-purchase, subscription/ePayment charges

How Does Digital Monetization Work

The traditional functional demarcation between billing, charging, ordering and care is changing. Charging is assuming more charge calculation functions, while billing (and invoicing specifically) provides bill-cycle functions like billing quality assurance (QA), invoice generation and integration with other systems, including bill formatting and financial reporting.

Compelling Scenarios Utilizing Digital Monetization Capabilities

Digital Layer Consolidation Project

In the case of modernizing and consolidating ordering, care and channel systems, digital monetization reduces the number of order notification interfaces from two to one. But even more importantly, digital capabilities that are extremely desirable are provided by MATRIXX out-of-the-box, including quote, estimated bill, spend triggers and others. Lastly, there is no need to use either a legacy or new dedicated charging and billing suite for subscription-based services.

Billing Consolidation Projects

Digital monetization provides a balanced approach between total cost of ownership (TCO) reduction and risk reduction. Charge calculation functionality is moved from all the legacy billers into one modern cloud-based platform; legacy bill-cycle practices, interfaces and financial reports stay as-is until there is a compelling event to consolidate as well.

Mergers and Acquisitions

When two CSPs merge, MATRIXX allows current offers sold to the market by the different charging and billing systems to be rapidly recreated in a unified catalog and charging system, including the digital monetization capabilities.

MATRIXX Software's Digital Monetization Solution is Unique

The MATRIXX digital monetization solution uniquely solves the challenges of inflexible, costly and siloed billing platforms and processes with a single charging and monetization engine that can calculate all usage, one-time and recurring charges for any service in real-time. The charge records are then passed to the billing or financial system "invoice ready." This delivers the digital-first experience customers demand today and provides the transparency needed to prevent customer confusion, disputes and churn. The shift to digital monetization is a fundamental step of digital transformation that achieves a more cost-effective and dynamic system architecture underpinning the modern digital telco.

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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