



# **Dynamic Billing:** **A Billion Dollars in** **Annual Savings**



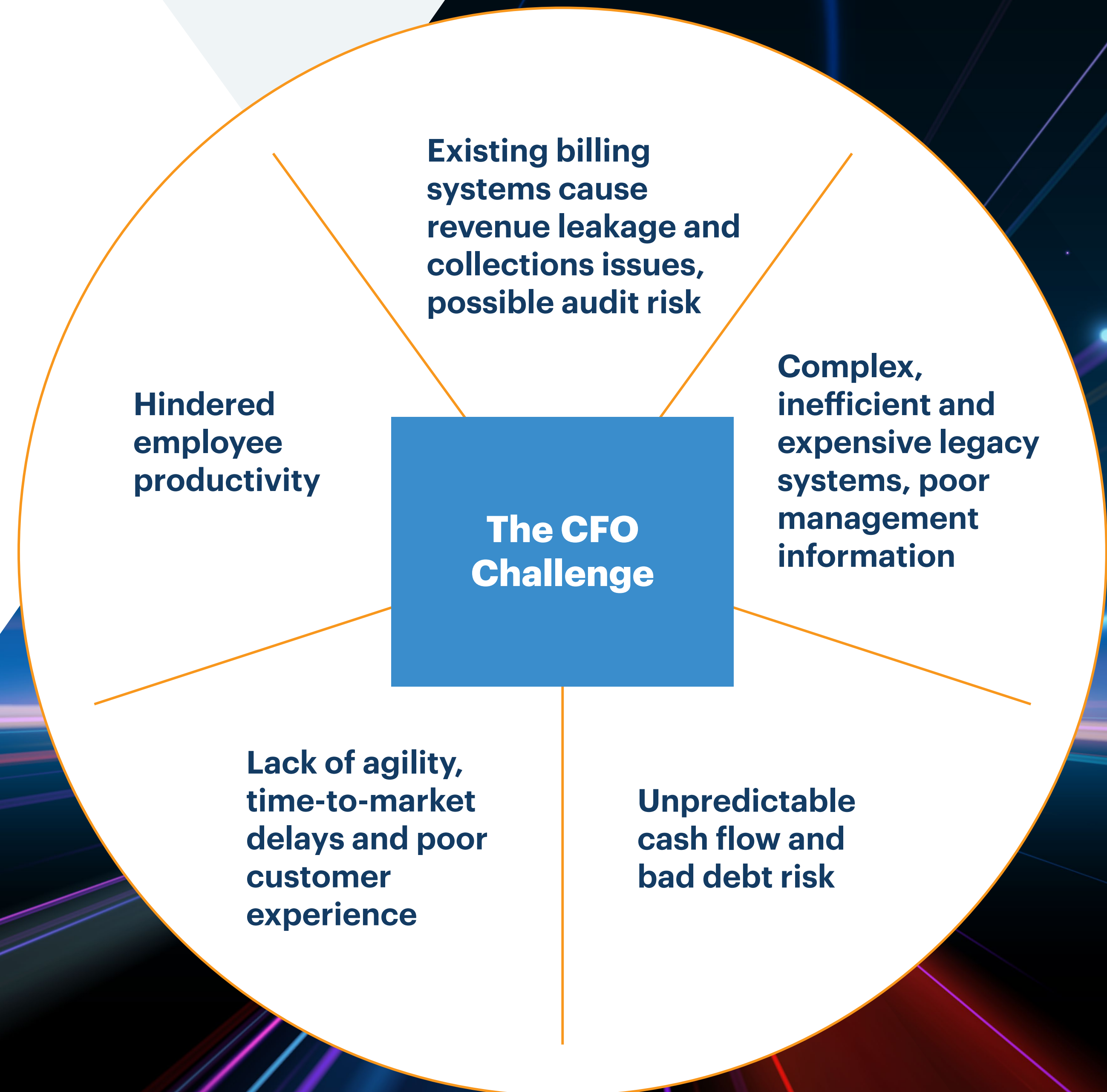
# The CFO Challenge

Over time, legacy revenue management systems have created a widening operational chasm that severely restricts CFOs and their teams from efficiently executing best practice fiduciary responsibilities.

Bad data driving delayed and inaccurate decision-making, glacial levels of business agility, delayed time-to-market and cash flow challenges are all adding to increased business risk.

No end of legacy, vendor-driven billing consolidation or “new billing” type projects will solve this; they simply perpetuate the challenge.

**A fundamentally new approach to monetization is needed.**



# Up to a Billion Dollars in Material Cost Savings plus Increased EBITDA

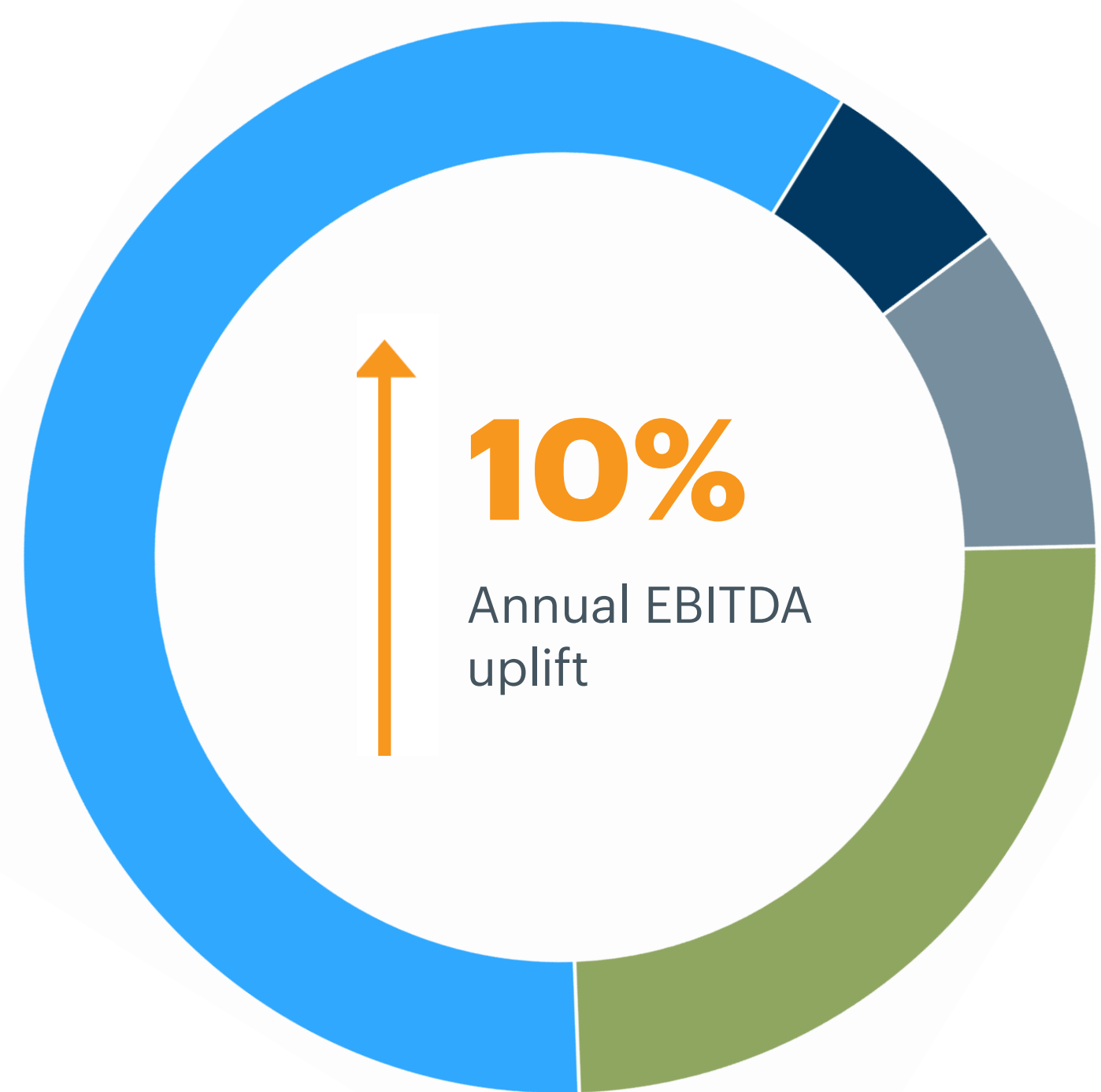
The annual savings and increased EBITDA contributions that could be accrued from a lean, simplified and unified approach to monetization across all business and technology segments are significant.

Those savings emanate from the removal of high-cost, complex and heavily duplicated legacy billing systems and the streamlining of current processes towards a unified digital monetization approach.

Challenges in effectively monetizing 5G and delivering the return on invested capital highlight this clear and present business risk.

**MATRIXX believes it can save typical Tier-1 telcos up to \$1 billion per year and increase EBITDA by up to 10% through its dynamic billing offering.**

## TIER-1 TELCO, FIXED AND MOBILE SERVICES, DEVELOPED COUNTRY



**\$60m**

Annual reduction in call center billing complaint costs

**\$100m**

Annual reduction in customer churn costs

**\$250m**

Early cash collection savings/reduced bad debt costs and risk

**\$600m**

Annual savings in legacy billing systems/licenses/operations



# The Business Drag of Legacy Billing

With often 30-50 different billing systems spread across B2C, B2B, wholesale, fixed and IoT lines of business, the challenge is clear — siloed data, rigid functional separation and no single source of financial truth.

Manual processes are filling the gaps.

New market offer? Typically, further systems get added to the bloat with more delay, increased cost and no improvement in agility.

That combined business performance and financial drag on telco business severely harms competitiveness and future investment appeal.

**Siloed data drives poor customer experience, delayed time-to-market and operational logjam.**

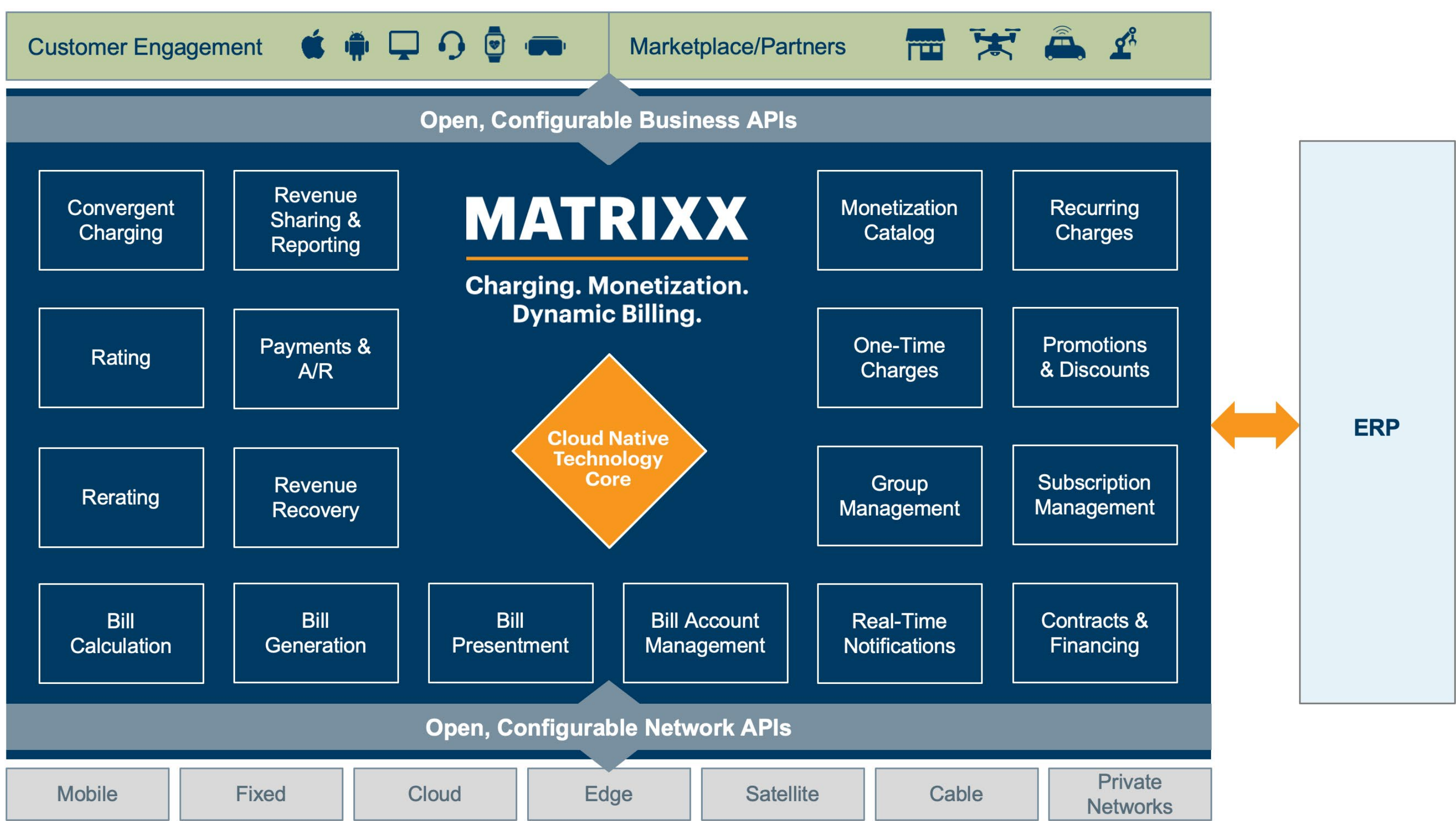


# A Single Source of Commercial Truth

Dynamic Billing takes an axe to that approach — unifying the various business segments and all payment methods (prepaid, postpaid, contract, one-off, subscriptions) all on one platform. No longer a billing or charging system per business need but one single source of truth for *all* commercial transactions.

New market offerings such as a subscription service are now simply configurable items, with no new system additions or additional complexity and cost. This approach fundamentally does away with the requirement for legacy billing systems and processes but maintains current ERP investments.

## All charges. All business segments. One monetization layer.



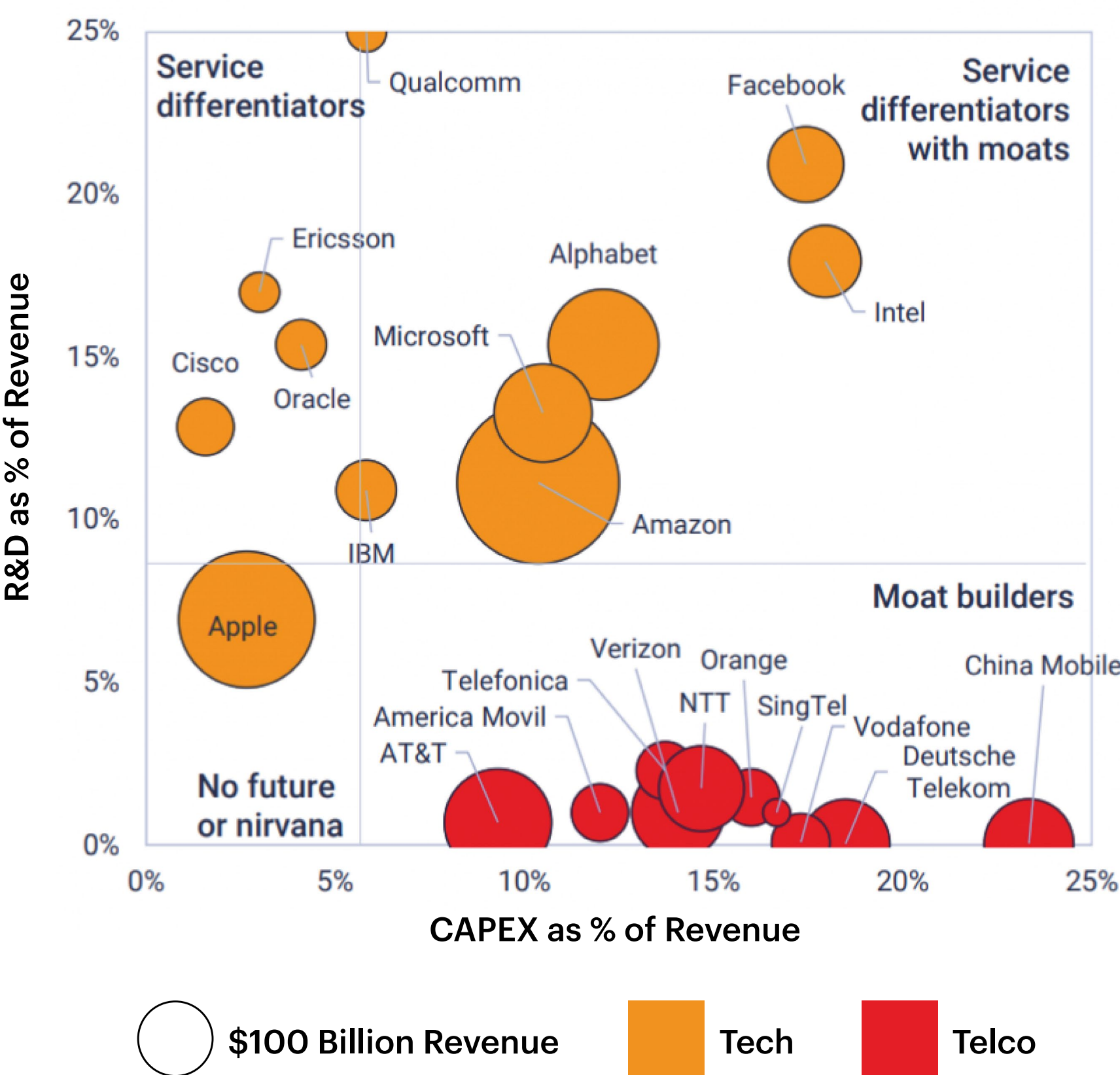


# Closing the Monetization Gap

In-house service innovation, creativity and sustained monetization will only be achieved with increased R&D investment.

For too long, telcos have over-invested in the build-out of network assets without coupling that with R&D spend to help drive the sustained monetization of those assets.

## R&D AND CAPEX % OF REVENUE

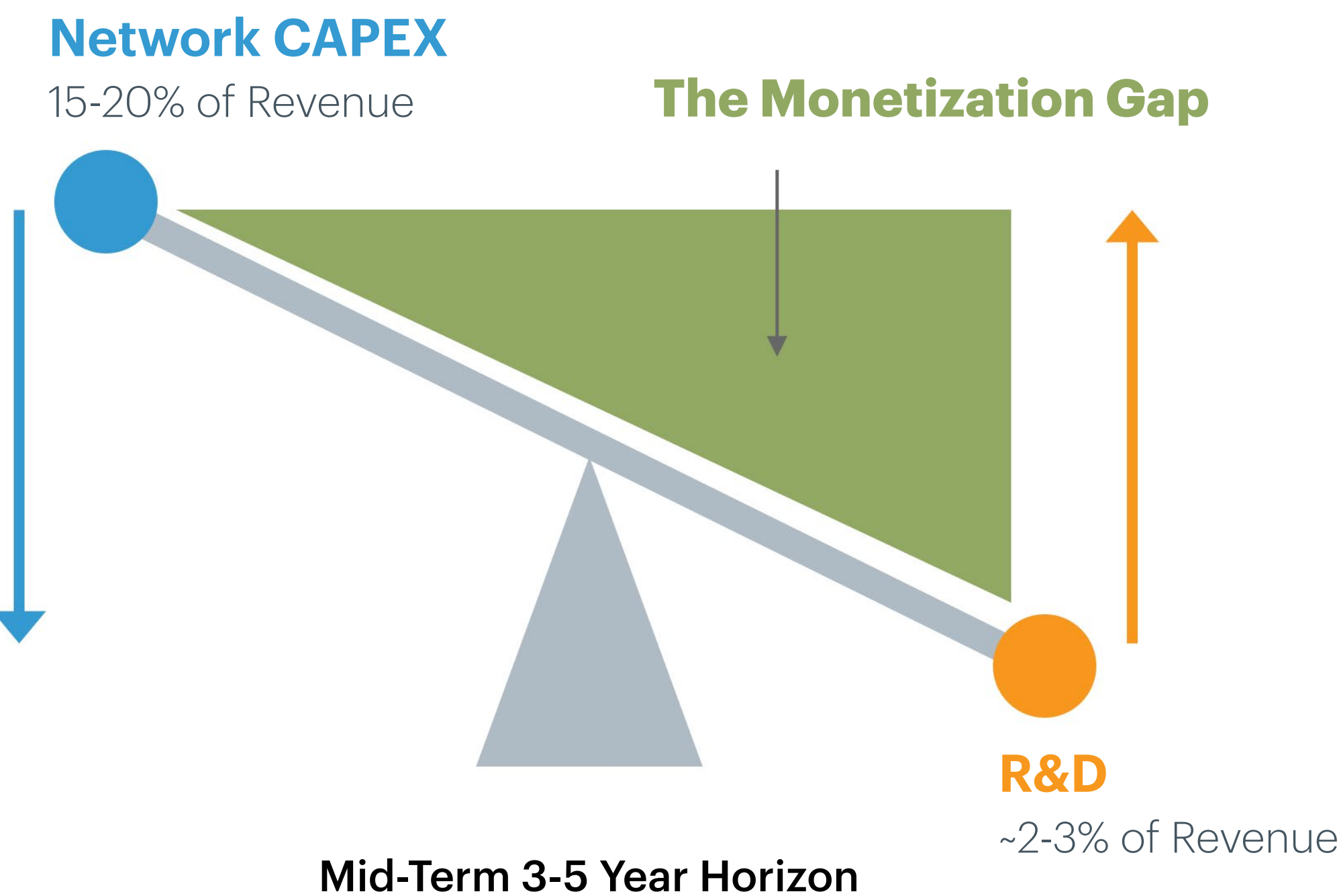


Source: *Telco to Techco — What Does it Mean?* STL Partners

Poor legacy revenue management, billing systems and processes have heavily contributed to that imbalance – it has simply been too hard to innovate in monetization.

Service creativity and innovation have mostly occurred outside the telco domain, hugely impacting growth and profitability.

## MATRIX Dynamic Billing creates an agile environment to help re-balance the position.



# The MATRIXX Value Offering

Telcos won't be able to make the step changes required in revenue management through billing consolidation or "new billing" approaches from incumbent vendors.

A fundamental shift is needed, one that moves away from a 20+-year-old, siloed, rigid, complex and costly legacy billing systems to a streamlined, unified Dynamic Billing approach. That approach delivers the up to one billion dollars in annual savings outlined.

MATRIXX Software is unique in its ability to deliver a real-time monetization platform at scale, one that simplifies and unifies all revenue management activities in one place and allows progressive telcos to cut free from the drag effect of legacy billing on business performance.

**Simplified, Unified Monetization:  
Up to a Billion Dollars in Annual Savings**





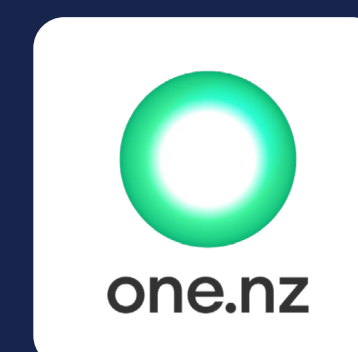
# MATRIXX Serves Customers Worldwide

MATRIXX is the monetization solution of choice for a number of leading global telcos.

Delivering growth, business efficiency, de-risking business and financial operations and providing a modern, agile solution to the harmful drag of legacy revenue management systems.

Supporting 100s of millions of subscribers and transacting billions of dollars every year in over 30 global telcos, MATRIXX has delivered material improvements in NPS, time-to-market, reduced cost and crucially, differentiated growth opportunities.

**Trusted. Proven. Agile.**







# 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](https://matrixx.com)**