

MATRIXX for Private Networks

The Opportunity

Advanced devices are emerging across industries to improve the efficiency, accuracy and productivity of companies — from factories and warehouses to campuses and airports.

Private networks provide customized solutions that cater to the speed, security, latency and other requirements that can be fine-tuned for specific environments and advanced machines.

The Challenge: Avoiding Network as a Commodity

As the cost of network components decreases and enterprises require increasingly custom solutions, operators and emerging players are launching packaged private cellular network offerings. In this rush to get to market, many providers are selling kit and managed services with little to no differentiation. Just like with operator networks today, this leads to a price war — an endless race to the bottom.

The key to success in the private network space is the ability to define and refine the business case for each unique enterprise that showcases the value of their investment over time. That, in combination with supporting multiple commercial models, e.g., wholesale, CAPEX or as-a-service models to the end customer, will be what differentiates one provider from another.

Private network providers who can connect network services to enterprise value and customer outcomes will ultimately be able to create new business models and leverage multi-party relationships to drive revenue. By avoiding legacy costs plus commercial models, emerging service providers can monetize private networks far beyond network design and deployment into a recurring revenue stream.

Private Factory



Connecting Network Services to Enterprise Value

Smart City



Create New Business Models

Marketplace



Leverage Multi-Party Relationships

The ability to connect devices and people to secure, reliable and optimized networks from any place at any time will be transformational.

Monetization Use Cases for Private Networks

Whether it's a large enterprise campus or a bustling airport, the value of a private network lies in the ability to provide a tailored combination of security, resiliency, mobility, speed, latency and capacity based on the devices and operational processes supported. There are five key use cases for monetizing private networks beyond the current design and deploy models:

Multi-Use Smart Spaces	Monetize tenants such as contractors, retailers and transient users
Private Network-as-a-Service	Leverage shared infrastructure and dynamic use models
Roaming Settlement	Enable revenue streams for devices that use both public and private spectrum
Real-Time Optimization & Chargeback	Help enterprises control and allocate network usage and costs
Usage Analytics	Uncover anomalies or network abuses, trigger alerts and policies, prevent fraud and resource contention

Why MATRIXX for Private Network Monetization

The MATRIXX digital monetization solution is the only solution for private networks that supports a rich array of monetization models through a lightweight 3GPP based charging platform that can deploy centrally or at the edge. MATRIXX already supports network monetization for more than 30 of the world's leading telco operators leveraging a product-based, out-of-the-box model to replace traditionally bespoke, highly customized solutions.

The MATRIXX platform can deploy alongside the core network and supports fast and reliable 4G/5G integration across all network vendors out-of-the-box. In addition to providing standard network charging functions, it also supports the full spectrum of commerce models, including subscription charging, wholesale, retail and B2B2X. This enables private network providers and their wholesale customers to monetize multi-tenant environments, as-a-service models, roaming settlements and value-added services such as chargeback and analytics.

Fully cloud native, MATRIXX supports heterogeneous network environments within a single platform for a simple, streamlined monetization solution that can start small and expand with your business.

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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