

# Proving ROI

MATRIXX Customers' Success Stories  
Demonstrating Reduced Cost,  
Improved Growth and Increased NPS



# MATRIX Customer ROI

## One NZ

90% Reduction  
in Time-to-  
Market



## Swisscom

Three New  
Brands Deployed  
in Six Months



## iD Mobile

100% Subscriber  
Growth



## Orange Poland

Best in Market  
NPS



## Swisscom, Orange & Verizon

Unique  
Use  
Cases



## Telstra

95% Cost  
Reduction



## Yodo

52% Increase in  
Revenue



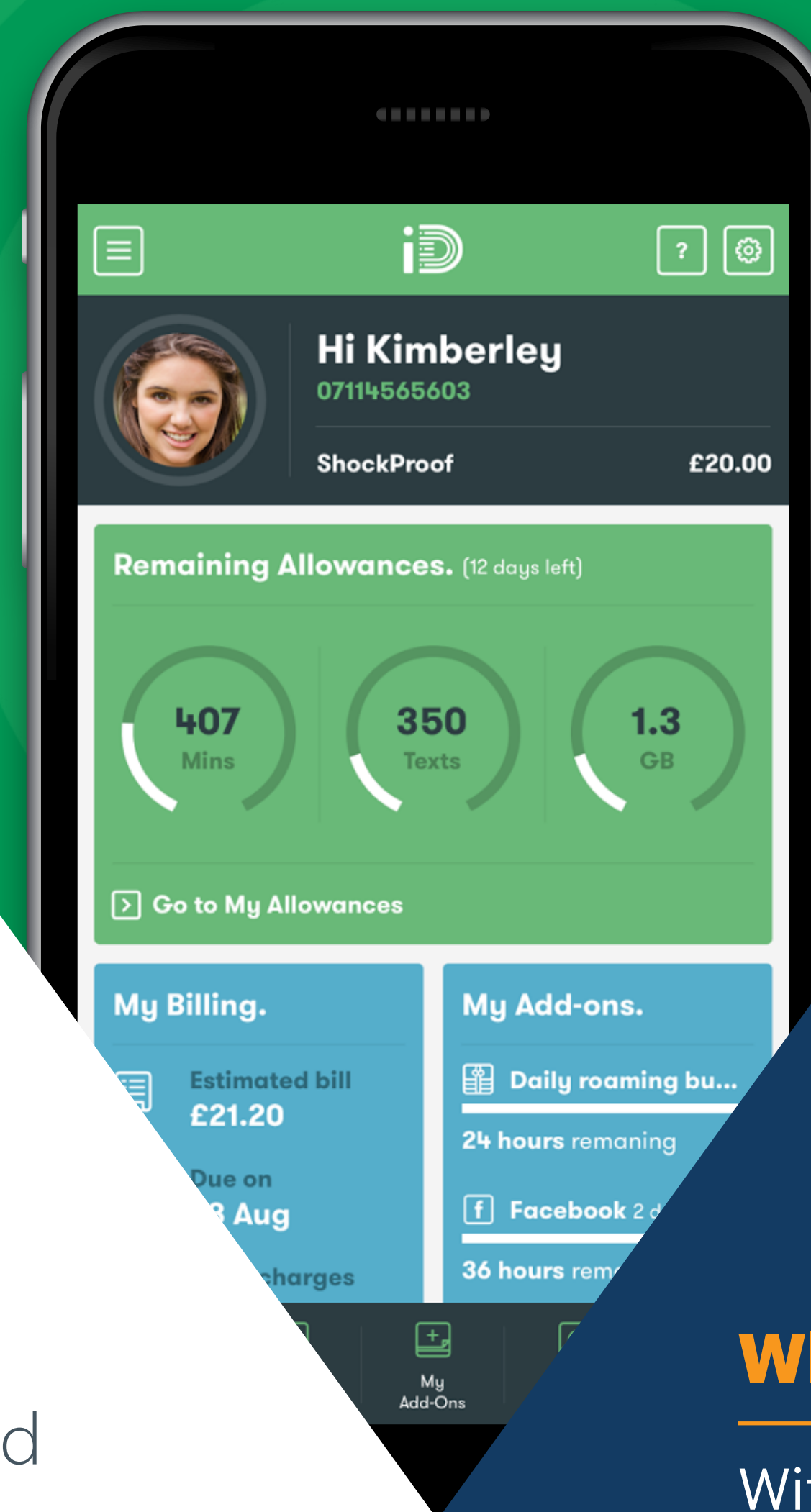


The fastest growing MVNO in UK history, with more than 500,000 subscribers within one year. iD Mobile announced one million subscribers in 2019.

# 100% Subscriber Growth

Carphone Warehouse wanted to create a new digital brand to win millennial customers in the UK. They wanted to innovate services to differentiate iD Mobile from operators EE, Three and Vodafone, as well as other MVNOs such as Virgin Mobile.

iD mobile offered a unique value proposition based around bill capping, inclusive roaming and data rollover. It became the fastest growing UK MVNO in history.



## Why **MATRIX**X?

With MATRIXX flexibility and real-time insight, iD Mobile can deliver a market leading real-time experience through which customers can instantly personalize their plans, view all charges, set spend limits and share balances.





Australia's largest  
telecommunications  
company by market share.

# 95% Cost Reduction

Telstra chose MATRIXX for their "Digital First" program back in 2014, which moved consumer service transactions online with the dual goal of reducing operational costs and improving the quality of customer service.

In 2021, Telstra expanded its deployment of MATRIXX, enabling monetization of new 5G services across consumer, SMB, IoT and enterprise services.

## Why MATRIXX?

MATRIXX uses commodity hardware very efficiently, and the footprint to deploy a production solution was less than 5% of competing vendors.





Serves almost five million mobile connections in New Zealand, which are more connections than people.

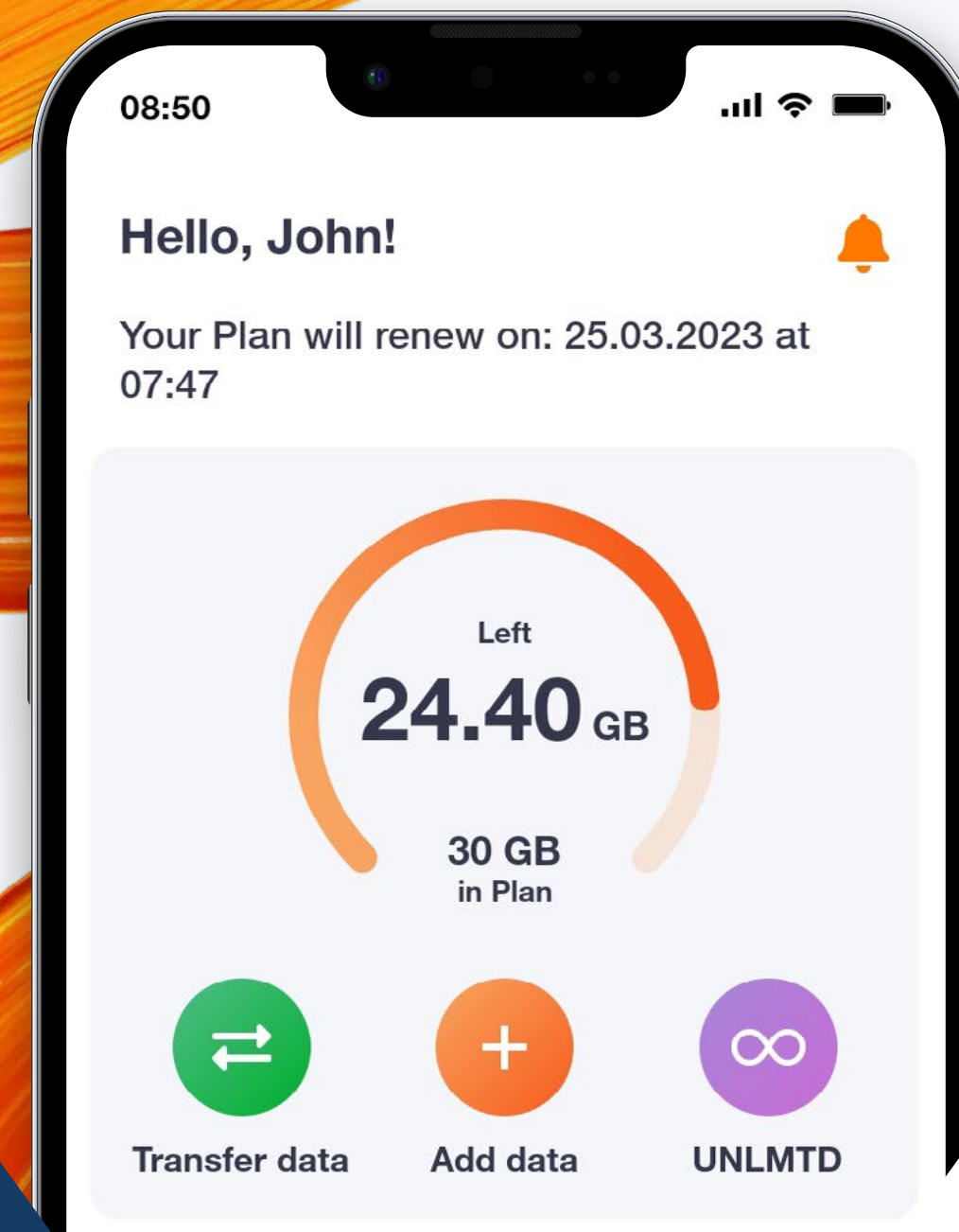
# 90% Reduction in Time-to-Market

One NZ (formerly Vodafone NZ) wanted to innovate pricing to immediately respond to the market. It met its objective by deploying MATRIXX and can now respond to market opportunities and launch new propositions in as little as two weeks.

## Why MATRIXX?

After evaluating several “traditional” charging solutions, including a proof-of-concept test, it was determined that only MATRIXX could deliver on One NZ’s ambitious digital transformation timeline.





One of Central Europe's largest network operators, serving more than 23 million customers through several brand names.

## Why MATRIXX?

MATRIXX enables real-time usage insight, something not possible with batch rating systems. The Flex team uses this data to respond quickly to market conditions.

# Best in Market NPS

Orange Poland wanted to deliver a new kind of all-digital service, one based around an application that has no invoice, no contracts and enables customers to hop-on and hop-off at any time. The service they built, Orange Flex, is operationally and technologically distinct from its parent organization — a massive shift for the traditional telco company.

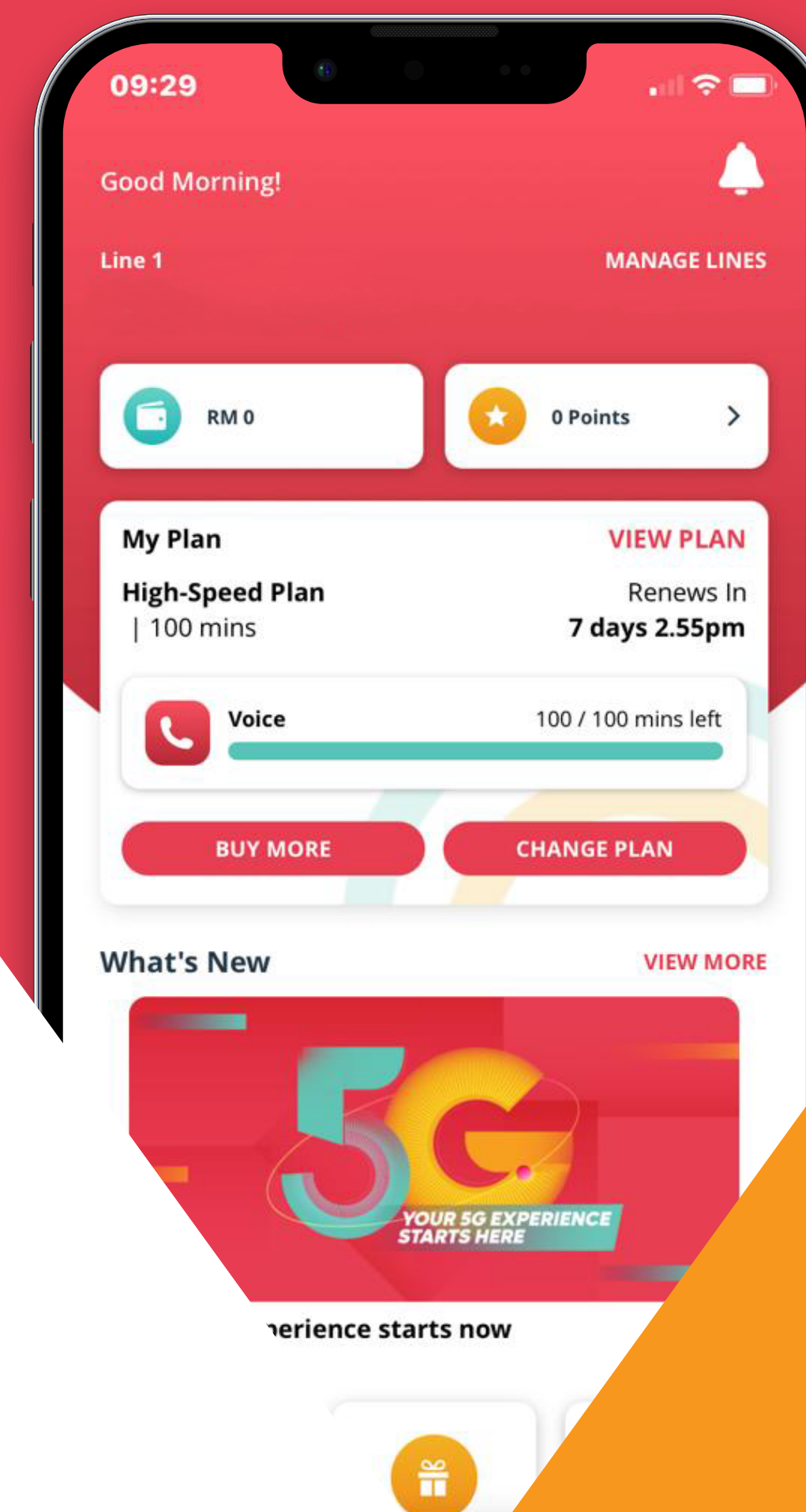


Voted “Malaysia’s best MVNO” two years in a row, Yodo is a fully digital service operated by Celcom.

# 52% Increase in Revenue

Yodo wanted to create and quickly launch a new digital lifestyle brand in a flagship home market with an incredibly tight timeline: only five months from project initiation to user trial.

Once launched, the service was immediately successful, with revenue growing 52% year-over-year, and total subscriber numbers up 59%.



## Why MATRIXX?

In a word: flexibility. MATRIXX is easily deployed in a hybrid cloud, and integrates into customer and partner-facing channels as well as 4G/LTE, 5G, edge, fixed, cloud, cable, satellite and private networks.





**coop  
mobile**

**Budget  
MOBILE**

**wingo**✖

  
**swisscom**  
Switzerland's leading  
telecoms company.

## Why MATRIXX?

With MATRIXX, Swisscom can configure and launch new services, plans and MVNOs using their own resources. This lowers operational cost and enables rapid market engagement.

# Three New Brands Deployed in Six Months

Swisscom wanted to pursue a multi-brand strategy, deploying several MVNOs that each featured its own distinctive value proposition, target market and pricing strategy.

The brands were configured and deployed “in-house” — with no professional services or change requests. In addition Swisscom developed innovative new services, including a real-time data roaming app, inclusive roaming bundles, upgraded prepaid services and multi-device IoT plans.



# Unique Use Cases

MATRIXX makes it possible to introduce innovative services rapidly and at low risk.



## Swisscom: Multi-Device eSim Bundles

Customer has one unified subscription for multiple devices with different packages and speed entitlements for smartphones, tablets, watches, wearables and trackers.

### Results

- ◆ Increased revenue
- ◆ Reduced cost-of-sale
- ◆ Reduced churn
- ◆ 10% of postpaid subs have added devices



## Orange Poland: Gifting to Nature

Orange Poland wanted to promote their brand as eco-friendly and carbon neutral. They introduced an innovative service enabling Flex subscribers to transfer unused data to an eco account; every 30GB transferred results in the planting of 1 m<sup>2</sup> of forest.

### Results

- ◆ Uptake exceeded expectations
- ◆ 25,000 m<sup>2</sup> forest planted
- ◆ Decreased CO<sub>2</sub> footprint by 3kg/sub
- ◆ Strengthened brand reputation



## Verizon Visible: Quick Promotions Framework

Visible needed a process to rapidly build, test and launch promotions and pricing plans.

### Results

- ◆ Verizon can launch any promotion in days
- ◆ Doubled acquisition rate within three months



# MATRIXX Serves Customers Worldwide

MATRIXX is the platform of choice powering many of the world's leading communications companies, IoT players and emerging network infrastructure providers.

- ♦ A network-grade, real-time converged charging platform delivering Tier 1 performance
- ♦ “Click-not-code” support to rapidly deploy innovative monetization models
- ♦ Support for consumer, enterprise, IoT, wholesale and B2B2X monetization in a single platform
- ♦ Business-facing APIs to integrate to customer and partner-facing channels
- ♦ Network-facing APIs to integrate with 4G/LTE, 5G, edge, fixed, cloud, cable, satellite and private networks





# Why Partner With MATRIXX?

Architected with the performance and resiliency of a network function and the configurability of an IT application, MATRIXX Digital Commerce Platform is the only charging platform built-for-purpose for 5G success.

**Agile. Flexible. Scalable.**

## Questions?

Reach out for more information, to schedule a demo or to meet your account team.

**Thom Anderson**

[thom.anderson@matrixx.com](mailto:thom.anderson@matrixx.com)

