



Revenue Innovation Consulting

Accelerate Your Digital Transformation

Reimagine the Limits of What Is Possible

MATRIXX delivers the digital monetization platform of choice for operators across the globe, and is uniquely positioned to witness first-hand the strategies and tactics that win in the marketplace. Partnering with operators around the world, MATRIXX's Revenue Innovation Group helps customers realize what is possible. Serving as both mentors and guides, our strategic consultants unlock your potential to transform, helping to remove impediments and maximize the value of innovation.

- Innovate and grow new revenue streams
- Transform go-to-market and customer acquisition
- Improve customer loyalty and reduce churn

Ideation. Collaboration. Change.

Engaging with our customers' product, business and marketing teams, the Revenue Innovation Group influences, shapes and informs the invention and re-invention of brands, products and services for the future. From developing case studies to leading ideation sessions to ongoing consulting, we bring a track record of strategy and consulting success with clients ranging from Fortune 100 firms to early-stage start-ups.

MATRIXX Revenue Innovation Consulting

MATRIXX Software’s industry-leading platform enables new monetization models and go-to-market possibilities. Together with the Revenue Innovation Consulting group, MATRIXX empowers our customers with the knowledge, expertise and technology to transform potential into results. With proven innovation frameworks and ongoing consultation, we collaborate with our customers to unlock possibilities and make transformation a reality.

LIFE CYCLE OF POSSIBILITIES

For MATRIXX customers, prospective customers and more, there are others just like you exploring their innovation journey. Wherever you are in your transformation process, we can help.



CHAMPIONS OF REVENUE INNOVATION

- Fueling growth
- Improving retention
- Maximizing the possibilities in transformation

Working with IT, product strategy, marketing and customer experience teams, the Revenue Innovation Group brings deep industry knowledge, high-impact consulting experience, and organizational and commercial innovation expertise to drive outcomes that matter.

With a combination of management-level consulting and cross-functional engagement, our team empowers you to reimagine and reinvent your business:

- Inform your go-to-market strategies with best practices that drive growth
- Shape your brand positioning and strategies to build and sustain revenue
- Drive omni-channel product and customer experience to improve retention



MATRIXX Innovation Workshops

For many operators, collaborative workshops are a great way to jump-start their innovation journeys. With a proven methodology designed to address your unique challenges, we leverage team building and enablement best practices to lead engaging, inspiring, results-oriented sessions.

Beyond best practices and case studies, you will leverage our innovation workshops to gather insights, define new products and services, and refine commercial, go-to-market and customer experience strategies that will attract new customers and deliver delightful, differentiating customer experiences.



INNOVATION WORKSHOP STRUCTURE

In these engaging half or full-day, in-person* sessions, we bring together your business, product, marketing and brand stakeholders to ideate and collaborate. There are no observers — only participants! Facilitated by the head of MATRIXX's Revenue Innovation Group, we tailor the workshop to address specific innovation challenges. These sessions have helped operators overcome organizational impediments and established foundations for:

- Enduring brand strategies, positioning and organizational structures
- Disruptive new product, services and monetization models
- Market-defining mobile app and omnichannel digital experiences
- Innovative go-to-market strategies, tactics and execution
- Big Data and AI-powered analytical processes and insights

Accelerate Commercial Innovation with MATRIXX

- Positioning new brands and reimagining existing ones
- Inspiring new product and services development
- Reinventing go-to-market planning and strategies

Our customers collaborate with the MATRIXX Revenue Innovation Group to gain the strategic insights, global perspectives and commercial innovations needed to fuel success. Having delivered results from the C-suite to the individual contributor, we leverage expertise and vision to help you succeed and win.



“Kevin’s insights formed the fundamental blueprint that we still use to position the giga! brand today, three years later.”

– VP Digital



KEVIN SUSMAN

An accomplished brand and innovation strategist, Kevin is a professor at the University of Washington Foster School of Business. As a Strategic Advisor to MATRXXX, Kevin partners with customers on strategies and tactics capable of growing market share and transforming customer experiences.



Kevin Susman
Brand and Innovation Strategist, Danton Drake Strategic Advisor, MATRXXX Software

Consulting Highlights

verizon✓	Telefónica	AT&T Mexico	orange
Telstra	StarHub	zain	TELUS
Google	Starbucks	Microsoft	UBISOFT
hp	Expedia	DREAMWORKS	SONY PICTURES
HITACHI	PLDT	NORDSTROM	technicolor
Afiac	WALT DISNEY ANIMATION STUDIOS	nickelodeon	SoftBank Robotics

“Kevin’s Art of the Possible session was the highlight of our Executive Leadership Team offsite.”

– Chief Product Officer

“We had a great, motivating and inspirational workshop with our partner MATRXXX Software.”

– Senior Product Manager





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Begin Your Revenue Innovation Journey

Contact your MATRIXX representative today