



THE CONSUMERIZATION OF

Small & Medium Enterprises



Embracing SMEs

Time-poor in nature, often with no IT department and a propensity for OPEX financed ICT services, SMEs should represent a recurring success story for telcos.

However, whether it's the large number of SMEs and their relatively low revenue per account, their pan-vertical spread and wide range of needs or their "awkward" fit between large enterprises and consumers, SMEs have carried a high cost-to-serve tag for telcos and are often left feeling underserved.

Transforming and elevating the SME experience and engagement to the same level of importance as portfolio offerings and pricing is a commercial must for telcos. If sustainable growth in enterprise services is the strategic goal, a breakthrough SME experience is key to unlocking it.



Expectations, Expectations, Expectations

With consumer business relatively flat, the revenue and margin growth spotlight is on telco enterprise business groups. With B2B forecasted to be 50% of overall telco revenue by 2025, expectations are high. At greater than 50% of today's enterprise opportunity, the small and medium enterprise segment is a must-win battleground for telco enterprise groups.

SOURCE: TMFORUM

Large Enterprises
(1000+ Employees)

1% of B2B Market

**Small &
Medium
Enterprises**
(1-500 Employees)

50%
of B2B Market

The SME Un-Experience

The experience to date for SMEs dealing with telcos is one that frustrates and alienates, evidenced by low NPS scores.

That approach has left higher-margin ICT integration dollars on the table that value-added resellers, systems integrators and vendors have eagerly seized, leaving telcos with commodity “messages, megabytes and minutes” business.

 ***Pushed into call centers or retail stores***

 ***Limited account management***

 ***No digital self-help tools***

It's time for an experience

reset

A New Digital Reality

The pandemic has accelerated digital business adoption by the equivalent of seven years over the last three-year period.

Across a broad swathe of the ecosystem, digital business channels now account for over 50% of all business transacted. Taking a faux-digital approach by simply pushing offers via a static portal is both underwhelming and self-defeating.

Global average growth in share of customer interactions that are digital.

June
2017

20%

May
2018

20%

Dec.
2019

36%

< 2019: PRE-CRISIS

July
2020

58%

2020: COVID-19 CRISIS

It's time for the **digital**
marketplace

REAL-TIME SPEND CONTROL

FLEXIBLE PAYMENTS

PARTNERED CONTENT

TRANSPARENCY AND ACCURACY

REAL-TIME UTILIZATION MANAGEMENT

Game-Changing Experience

The value of a dynamic monetization approach:

THE VALUE FOR SME

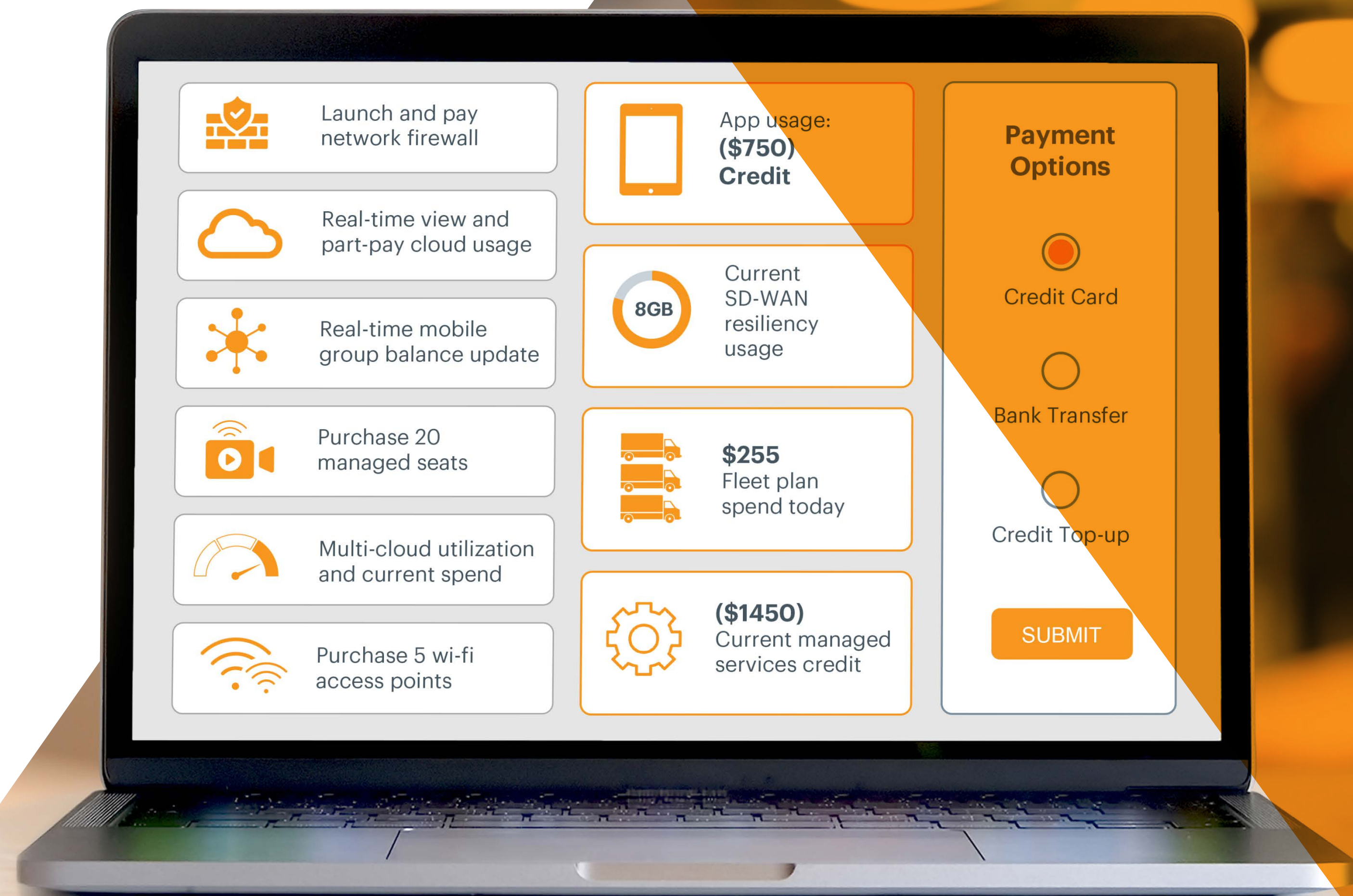
Informed business decision making

- ◆ Enabled by commercial transparency, accuracy and self-help control
- ◆ Exercised through real-time spend control, real-time utilization management and flexible payment terms, including third-party offers
- ◆ Delivered across the entire portfolio of fixed, mobile, cloud and content services

THE VALUE TO TELCO

Breakthrough portfolio economics

- ◆ Increased service lifecycle spend
- ◆ Massively reduced cost-to-serve
- ◆ Improved cash flow and reduced bad debt risk



THE DIGITAL MARKETPLACE: A true experience gamechanger for small and medium enterprise business.

The Consumerization of Small & Medium Enterprise

Advanced consumer digital deployments have led the way in showing how a breakthrough digital experience fundamentally changes the game at scale.

Adopting a consumerization of SME strategy where those learnings are adapted and infused into the business flows and portfolio of this segment is a key strategic step.

 *High NPS scores*

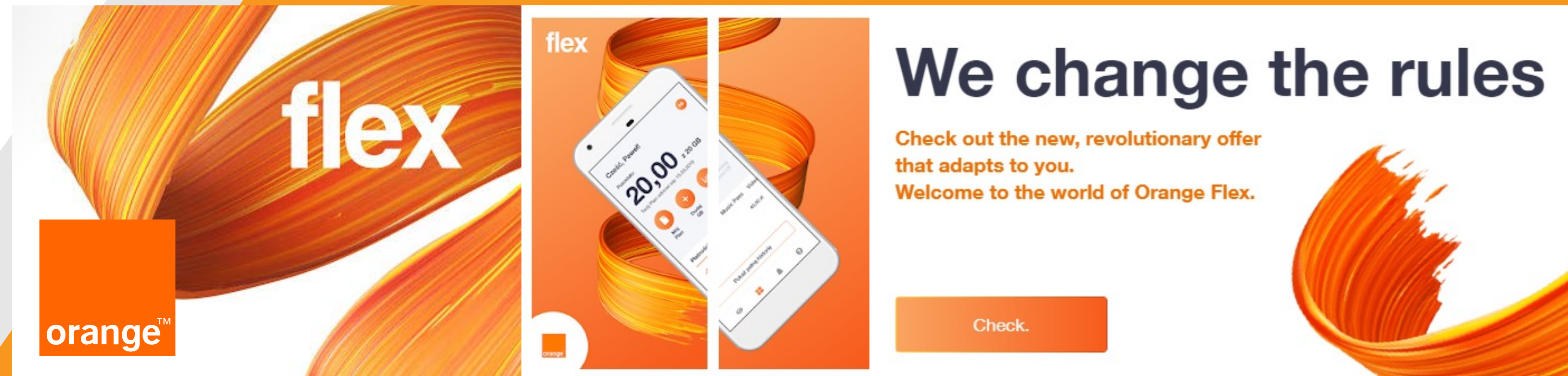
 *Customer satisfaction*

 *Reduced complaints*

 *Increased trust and advocacy*

 *Driving incremental spend and opportunity*

NPS SCORE **+77**



The advertisement features a vibrant orange and yellow abstract background with brushstroke-like patterns. On the left, the word "flex" is written in a large, white, lowercase sans-serif font, with the "orange" logo (a white square with the word "orange" in orange) positioned below it. In the center, a smartphone is shown displaying the Orange Flex app interface, which includes a balance of "20,00" and various transaction buttons. To the right of the phone, the text "flex" appears in a smaller, white, lowercase font. On the far right, the headline "We change the rules" is written in a bold, dark blue sans-serif font. Below this headline, a smaller line of text reads: "Check out the new, revolutionary offer that adapts to you. Welcome to the world of Orange Flex." At the bottom right, there is an orange rectangular button with the word "Check." in white text.

Use cases for real-time spend control

A Problem Shared

Self-help control and management of service spend and utilization lies at the heart of a game-changing SME experience.

Enabling informed business decision-making by providing control of spend levels and utilization for mobile, fixed broadband and SD-WAN, voice, cloud storage and software application services is highly value accretive. Self-help enabling that sharing or pooling of quota and spend across the SME structure and hierarchy is the foundation for trust, advocacy and increased lifecycle spend.



Standing Out in the Cloud

Even in today's pay-as-you-use, consumption-oriented cloud model, cloud bill shock for SMEs remains a real challenge.

Delivering up to the second accurate spend and utilization insights across cloud storage, compute and network utilization, whether for an in-house cloud service or a third-party multi-cloud brokerage offering, not only adds significant value to the digital marketplace offering, it removes a key pain point for SMEs.



The Internet of Transactions

IoT devices are business-critical for a growing number of SMEs, particularly in transportation, agriculture and manufacturing verticals.

Delivering accurate up-to-the-second insights on spend, utilization, performance and geo-location across a scalable and geographically diverse set of things ensures a combination of commercial efficiency and accuracy, delivering key operational benefits to both the SME and telco.



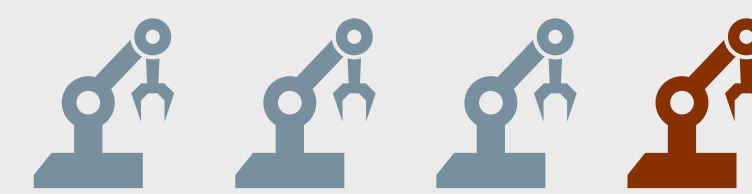
Real-Time Fleet Monitoring

Data Rate	Cell ID	Policy
0-500 KB	Known	Allow
500-1024 KB	Known	Monitor
1024 - 2048 KB	Known	Report
>2048 KB	Known	Overage
Any	Unknown	Deny

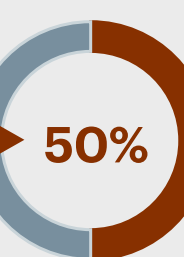
Geo-Fenced Service Restriction



Real-Time Production Line SLA Adherence



Robot D throughput threshold breached. Reported.



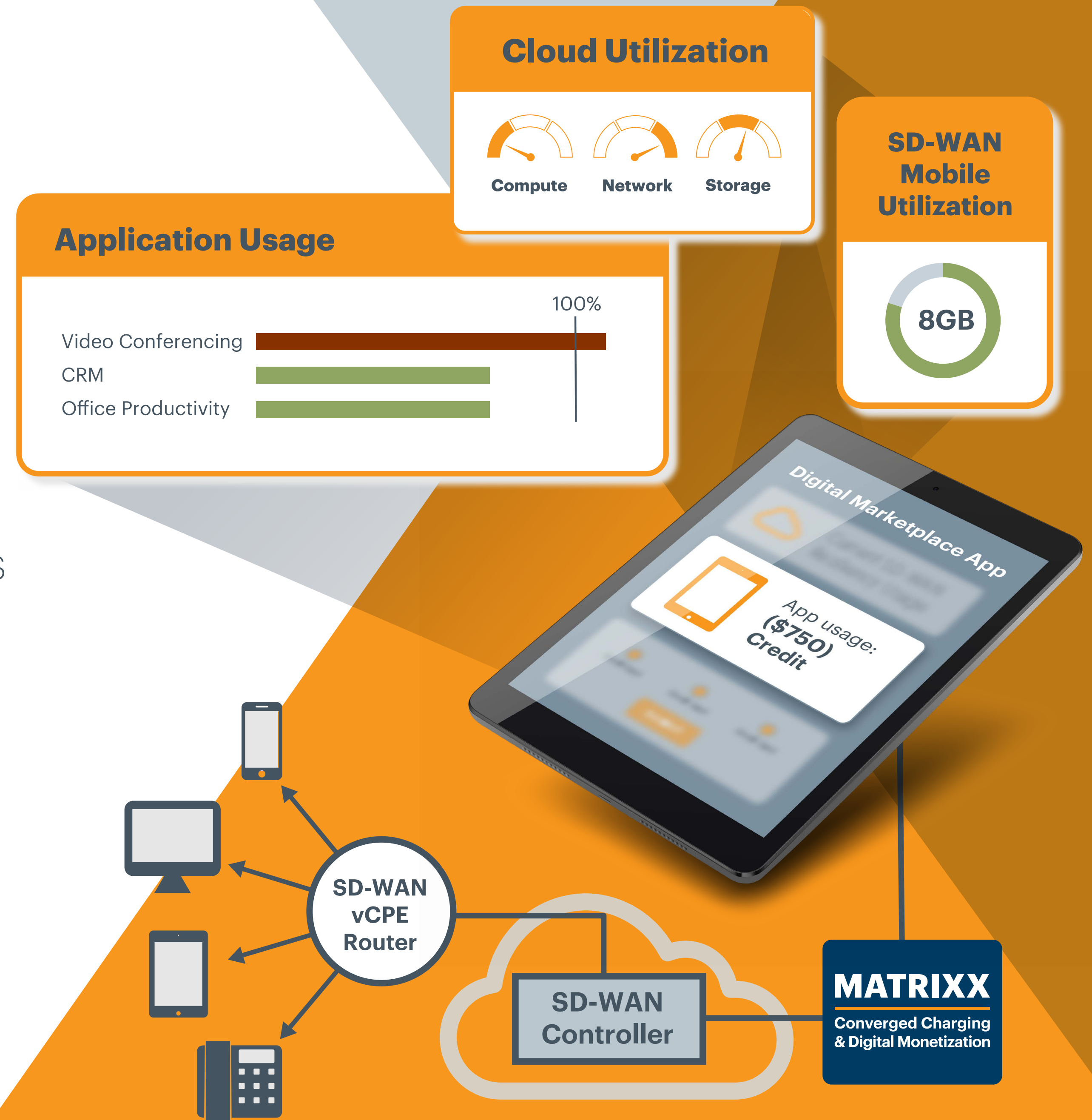
Throughput	Policy Result
0-20 Mbps	Normal
20-40 Mbps	Alert
>40 Mbps	Report



Virtual Private Nirvana

Broadband and SD-WAN
VPN are foundational
SME portfolio offerings.

Whether it's providing real-time application utilization insights, monitoring and monetizing the delivery of QoS policy for those applications, combining cloud storage and compute utilization or mobile backup monitoring and spend control, enhancing the digital marketplace offering through integrating fixed network spend or utilization control is critical.



Think Big, Start Small, Act Quickly

The consumerization of the SME and the delivery of real-time, high margin, portfolio ICT services via a digital marketplace is a strategic imperative for telcos.

The hemorrhaging of revenue and margin to value-added resellers, SIs, vendors, hyperscalers and private network MSPs will continue unless a radically new approach is taken and taken quickly. Growth expectations from telco boards and shareholders for this segment are exacting.



It's time to
change the game



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.

matrixx.com