MATRIXX® SOFTWARE

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)

99%

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.

July
2020

58%

2020: COVID-19 CRISIS

Dec.
2019

36%

< 2019: PRE-CRISIS

June
2017

20%

May
2018

20%

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

Game-Changing Experience

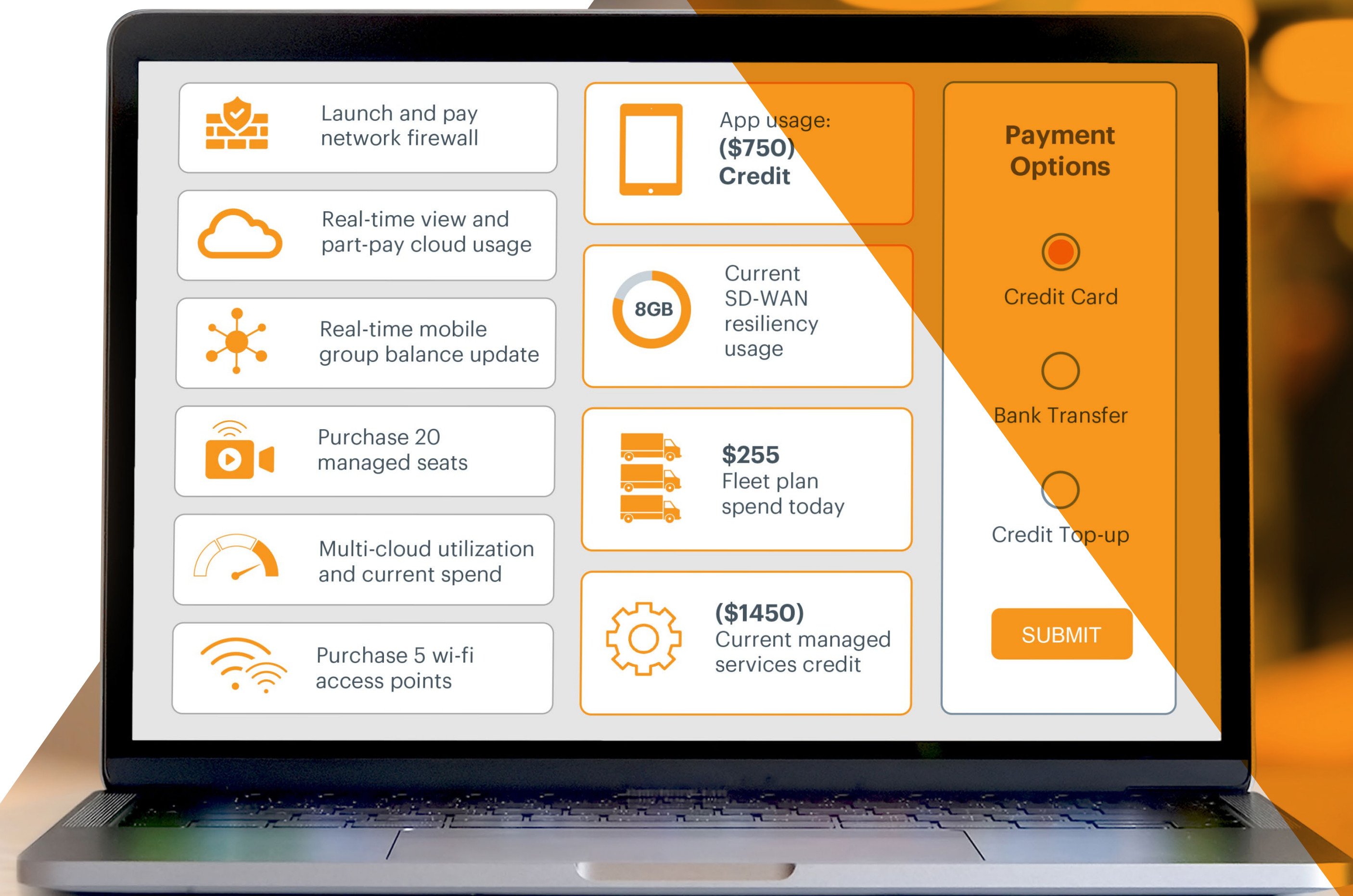## The value of a dynamic monetization approach:

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

REAL-TIME SPEND CONTROL

FLEXIBLE PAYMENTS

PARTNERED CONTENT

TRANSPARENCY AND ACCURACY

REAL-TIME UTILIZATION MANAGEMENT

Launch and pay network firewall

Real-time view and part-pay cloud usage

Real-time mobile group balance update

Purchase 20 managed seats

Multi-cloud utilization and current spend

Purchase 5 wi-fi access points

App usage: **($750) Credit**

8GB Current SD-WAN resiliency usage

$255 Fleet plan spend today

($1450) Current managed services credit

Payment Options

○ Credit Card

○ Bank Transfer

○ Credit Top-up

SUBMIT

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.
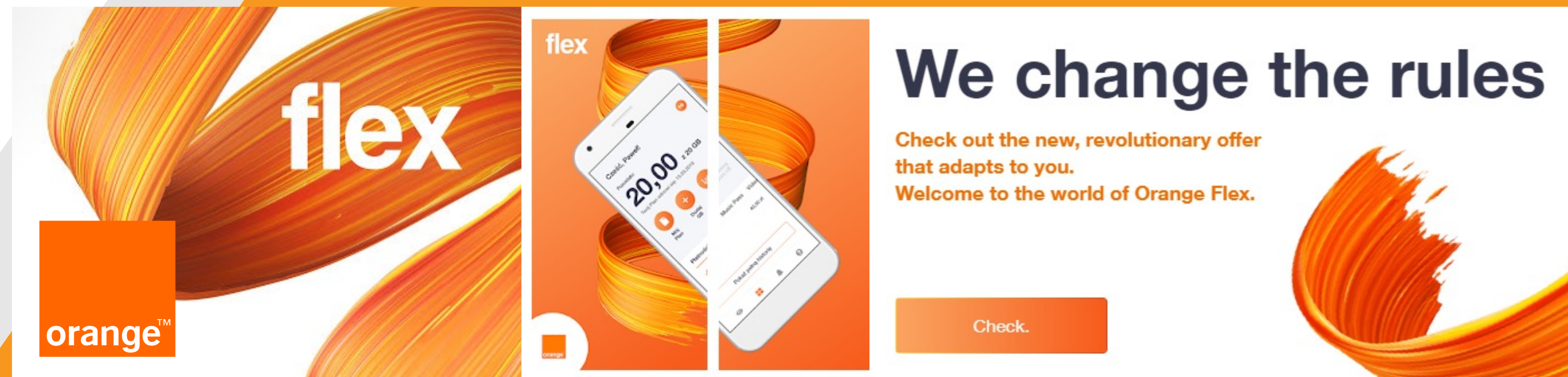
👍 **High NPS scores**

👍 **Customer satisfaction**

👍 **Reduced complaints**

👍 **Increased trust and advocacy**

👍 **Driving incremental spend and opportunity**

NPS SCORE **+77**

flex

We change the rules

Check out the new, revolutionary offer that adapts to you. Welcome to the world of Orange Flex.

orange™

Check.

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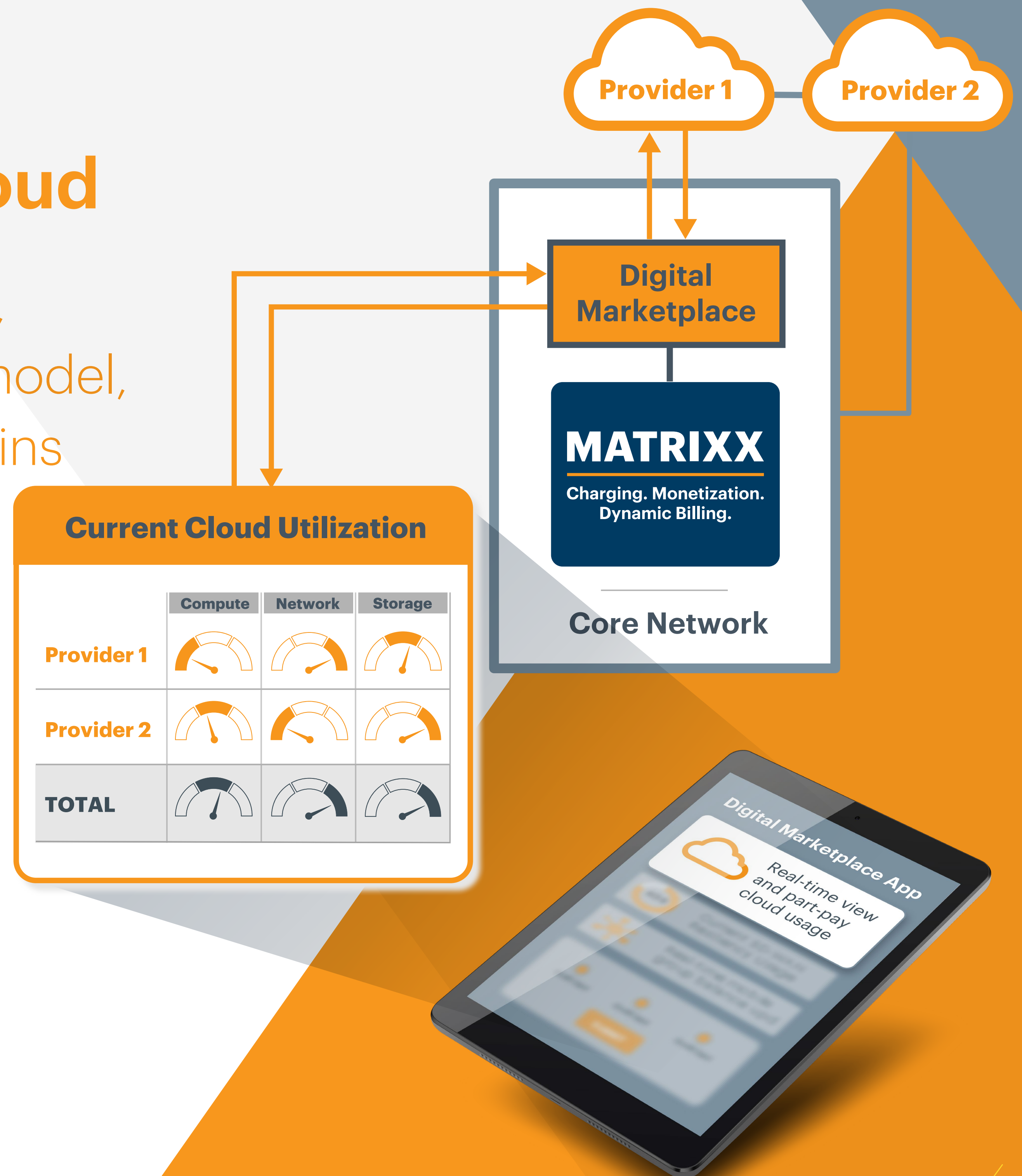
Enabling informed business decision-making by providing control of spend levels and utilization for mobile, fixed broadband and SD-WAN, voice, cloud storage and software application services is highly value accretive. Self-help enabling that sharing or pooling of quota and spend across the SME structure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

Provider 1

Provider 2

Digital Marketplace

MATRIXX

Charging. Monetization. Dynamic Billing.

Core Network

Current Cloud Utilization

	Compute	Network	Storage
Provider 1			
Provider 2			
TOTAL			

Digital Marketplace App

Real-time view and part-pay cloud usage

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.
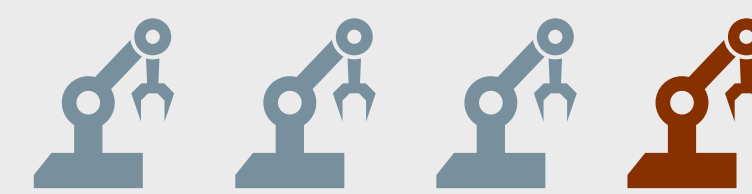
Real-Time Fleet Monitoring

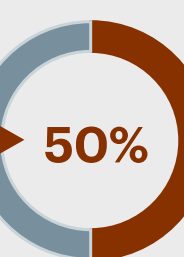| Data Rate	Cell ID	Policy
0-500 KB	Known	Allow
500-1024 KB	Known	Monitor
1024 - 2048 KB	Known	Report
>2048 KB	Known	Overage
Any	Unknown	Deny

Geo-Fenced Service Restriction

Service Denied

Service Allowed
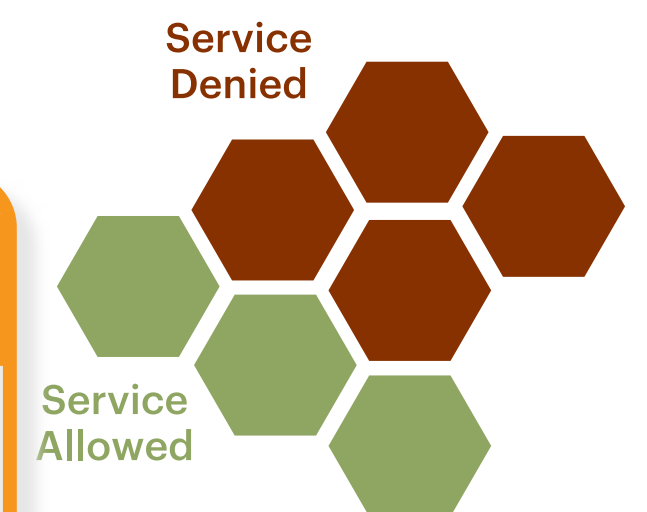
Real-Time Production Line SLA Adherence

Robot D throughput threshold breached. Reported.

50%

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

Digital Marketplace App

$255
Fleet plan spend today

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.

Cloud Utilization

Compute   Network   Storage

SD-WAN Mobile Utilization

8GB

Application Usage

100%

Video Conferencing
CRM
Office Productivity

Digital Marketplace App

App usage:
($750) Credit

SD-WAN vCPE Router

SD-WAN Controller

MATRIXX
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Dynamic Billing.
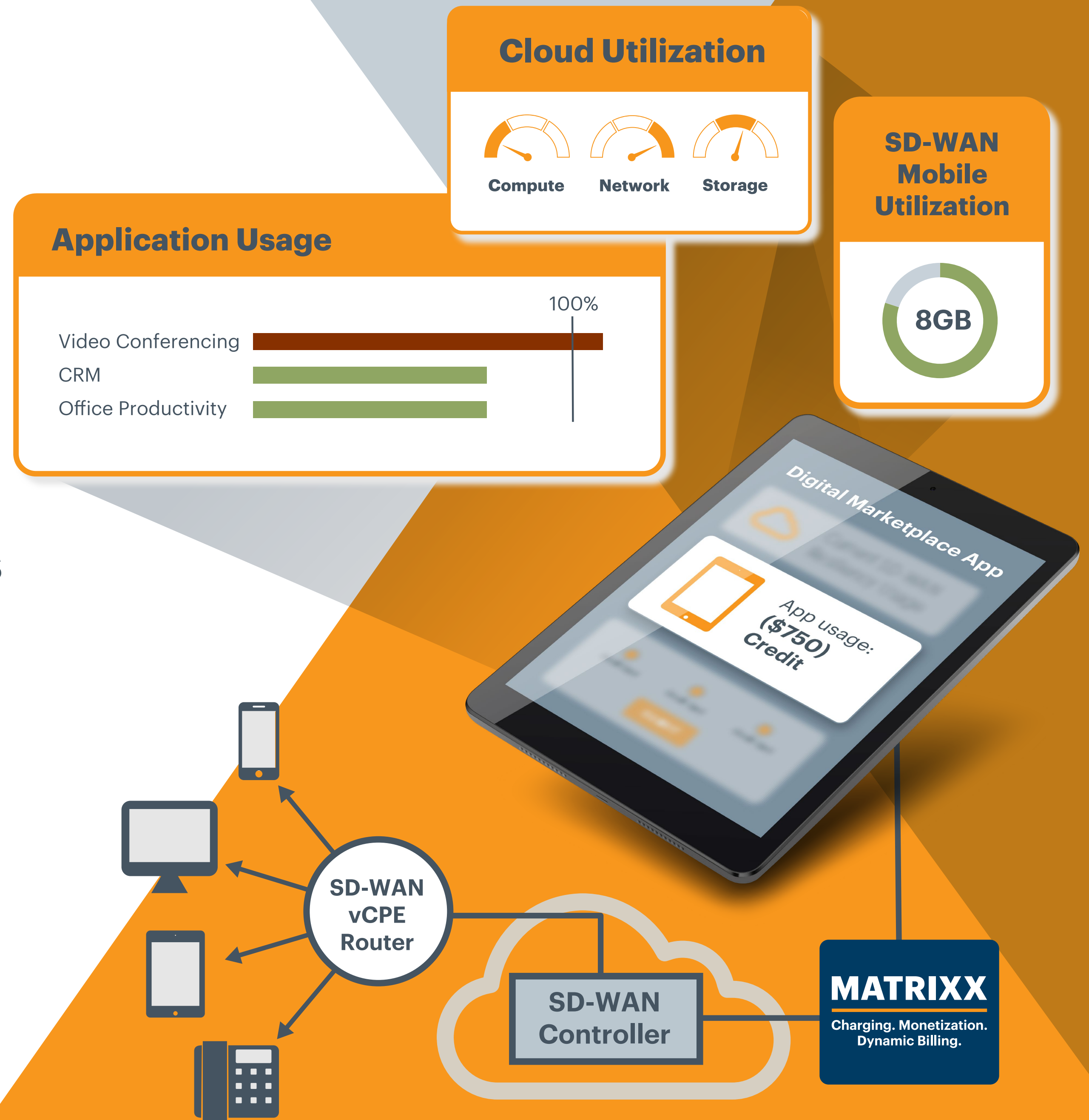
Think Big, Start Small, Act Quickly

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
changethegame

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.

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