MATRIXX and Salesforce Transform BSS Together

A unified solution supporting critical BSS processes for catalog integration, subscriber management and differentiated digital experiences.

Customers have grown accustomed to the convenience of Uber, Netflix and other app-based services and expect that same experience today from their communications service providers (CSPs). They demand simplicity, services tailored to their needs and seamless control over all aspects of their experience. However, delivering this step-change in experience, while launching compelling offers and migrating legacy systems and processes to agile, scalable and interoperable cloud capabilities, is a sizeable challenge.

Salesforce and MATRIXX together bring market-leading digital capabilities necessary to transform your BSS into a cloud native solution that unifies marketing, sales, service and monetization processes across all segments including consumer, enterprise and B2B2X marketplace relationships.

Critical Requirements for Delivering a True Digital Experience:

- Launch propositions based on personalization, transparency and control

- Define fully-digital web and app-based customer journeys

- Deliver seamless service across channels and devices

- Enable complete visibility into and control of services, balances and usage through every channel

- Monetization based upon customer value levers

Two Digital Leaders. One Digital Experience.

Salesforce and MATRIXX have an aligned vision and shared commitment to delivering cloud native CSP operations that can be deployed rapidly, enable unrestricted innovation and provide differentiated digital customer experiences throughout the entire lifecycle.

Digital Engagement

- Marketing journeys for prospects
- Quoting, contracting and ordering
- Product catalog and commerce APIs
- Pricing promotion design and run time
- Service console with 360° customer view
- Partner onboarding and management

Digital Commerce

- All usage charging and notifications for consumers, enterprises and partners
- Value-based charging for user services and 5G network orchestration events
- Digital service provisioning
- Technical product and policy rules
- Taxation and general ledger interface
- Real-time event streaming
- Network function integration and real-time visibility and control

Digital Engagement
Omnichannel Customer Interaction

Salesforce Communications Cloud

Digital Commerce
Real-Time Service & Network Charging

MATRIXX Digital Commerce Platform

Key features of Salesforce and MATRIXX together include:

- **Market Leading Omnichannel CRM:** With CSP-specific processes for managing prospects, field service operations, shopping carts, CPQ, loyalty program, customer support and more, ensuring a consistent experience across all devices and channels

- **Catalog-Driven Commerce Solution:** Accelerates time-to-market for new offers for B2C, B2B and B2B2X segments and enables real-time digital commerce at scale

- **Productized Integration & Processes:** Configurable, reusable components that accelerate deployment time and increase business agility

- **Playbook of Digital Use Cases:** Including eSIM, app onboarding, build-your-own plans, one-click top-up, roaming, social passes, multi-device sharing, real-time campaigns and digital payments

- **Click-Not-Code Pricing Configuration:** Templates based on reusable components and monetization levers that expose configurable parameters for traditional and value-based charging metrics

- **Data Revenue Management:** A 3GPP compliant online charging system (OCS) and Policy & Charging Rules Function (PCRF) that can perform charging, rating, balance management and policy management functions in one unified product

- **Voice Revenue Management:** SIGTRAN stack offering CAMEL Application Part (CAP) phase 1/2/3/4 compliant call control and charging functions

- **5G Revenue Management:** A 3GPP compliant charging function (CHF) and policy control function (PCF) to manage 5G services via HTTP/2 service-based interfaces

- **Partner Revenue Management:** Supports revenue-sharing algorithms and partner charging for multi-party B2B2X marketplace offers

- **Deployment Model:** Salesforce Communications Cloud runs in its own cloud environment and MATRIXX DCP can be deployed on-premise, in a private cloud or in public cloud environments

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Benefits of a Transformational BSS from Salesforce and MATRIXX

An agile, high-performance cloud native solution for rapid CSP innovation and digital customer experiences.

- **Proven Success with Numerous Joint Customers:** Visible by Verizon, Flex by Orange Poland, Liberty in Puerto Rico, Three in the UK and Telefónica in Germany have all chosen to transform their digital BSS with Communications Cloud and the Digital Commerce Platform

- **Out-of-the-Box Omnichannel Experience:** Mobile app, web self-care, retail center and contact center agent processes, screens and workflows are supported by CSP best practices for sales, support and customer service

- **Differentiated Partner Experiences:** Provide seamless third-party onboarding, facilitate the creation of bundled offers, support flexible revenue sharing algorithms and provide real-time visibility into their market performance

- **Lower Cost to Serve:** Accurate and real-time customer balances, increased self-care and simplified processes can reduce support costs by up to **40%**

- **Faster & More Accurate Orders:** Customers and sales reps are guided through the process of quote configuration and order capture, reducing the quote-to-cash cycle by up to **50%**

- **Grow New Revenues:** 360-degree customer profiles enable tailored service bundles and offers including attractive value-adds from third-parties in a B2B2X ecosystem

- **Improve NPS via Customer Experience:** A real-time digital experience will improve company NPS; MATRIXX CSP customers consistently achieve a **40 point NPS lead** over their competitors

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About MATRIXX Software

MATRIXX Software is the global leader in 5G monetization for the communications industry. Serving many of the world's largest operator groups, regional carriers, and emerging digital service providers, MATRIXX delivers a cloud native digital commerce solution that enables unmatched commercial and operational agility. Unifying IT and networks, MATRIXX delivers a network-grade converged charging system (CCS) enabling efficient hyper-scaling of infrastructure to support consumer services, wholesale and enterprise marketplaces. Through its relentless commitment to product excellence and customer success, MATRIXX empowers businesses to harness network assets and business agility to succeed at web scale.

matrixx.com

About Salesforce

Built on the world's #1 CRM platform, Communications Cloud (formerly Vlocity for Communications) enables B2C, B2B, and wholesale communications service providers (CSPs) to move to a catalog-driven digital BSS. With purpose-built industry functionality and all the capabilities of Sales Cloud and Service Cloud, service providers of all sizes can quickly adapt to changing customer expectations, drive faster time to value, and unify every part of the organization — from marketing to retail channels to customer care and operations.

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