

TCS HOBS™ and MATRIXX Digital Commerce – a Joint Offering

A future-ready digital monetization platform for communications service providers focused on growth, competitive differentiation and operational efficiency

In today's highly competitive and demanding consumer markets, traditional network services are no longer game-changers for Communications Service Providers (CSPs), who are seeing their traditional revenues threatened by digital disruptors. The need for a clear, differentiated proposition, lower cost of delivery and close alignment with consumer expectations has never been greater.

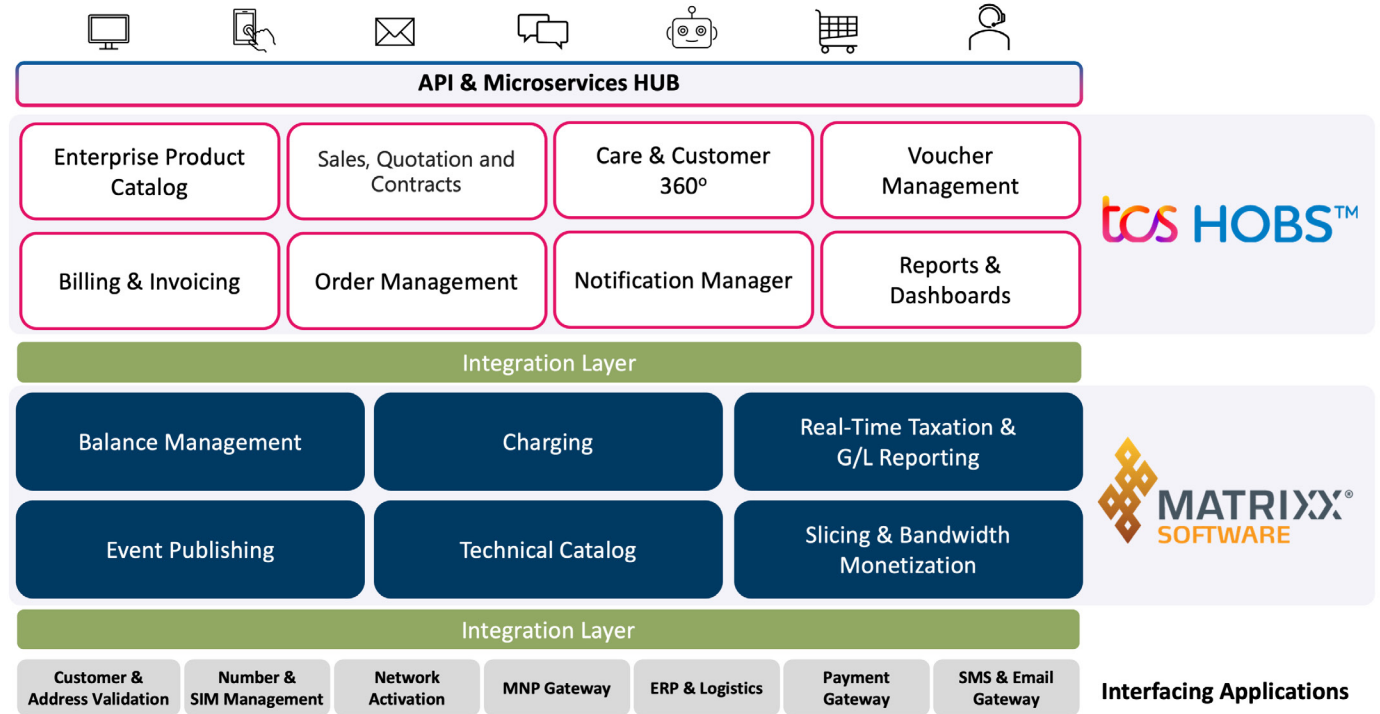
The growing adoption of digital technologies at every step of the customer engagement lifecycle is driving CSPs to transform themselves. Many are building capabilities to mass-personalize their offerings, leveraging their ecosystems to bundle core and partner services, introducing zero-touch operations and embracing environmental changes. They need a platform that will help them to automate their processes, integrate seamlessly with partners and deliver a competitive customer experience.

The TCS HOBS and MATRIXX Digital Commerce joint solution addresses the business problems of today and creates a platform for future business models.

Highlights of the integrated solution include:

- Comprehensive process coverage including intuitive sell, serve and bill capabilities
- 360° customer view
- Enterprise product catalog
- Template-driven “click-not-code” offer creation for faster time to market
- Cloud native architecture with API-first design
- Intelligent orchestration based on context and purpose
- Catalog-driven dynamic order orchestration
- Real-time network and non-network usage charging
- Quick and easy integration to network elements and digital customer channels
- High-performance north and south-bound interfaces
- Blended prepaid, “now-paid” and subscription options
- Future-proofed for 5G network compliance
- Avenues to cross-sell and up-sell

TCS HOBS and MATRIXX Digital Commerce together offer CSPs a convergent, cloud-based and microservices driven digital subscription platform for end-to-end customer lifecycle management, case management, product lifecycle management, dynamic orchestration, online charging, rating, customer notifications and invoicing. The joint solution delivers an operationally efficient and flexible approach for CSPs and a high-quality, competitive digital experience for customers that can be deployed and brought to market fast.



TCS HOBS™ and MATRIXX Digital Commerce Deliver

	HOW CUSTOMERS BENEFIT	HOW TCS HOBS™ AND MATRIXX DIGITAL COMMERCE DELIVERS
Real-Time Transparency	All balances 100% accurate	Charging events and customer actions processed instantly and made available via APIs to all channels
On-Demand Access	Top-ups, service charges and add-ons available instantly	End-to-end platform with optimized digital paths from database to engagement layers
Personalized Services	Advanced services, mixed subscriptions and one-off purchases	Variable parameters allow users and operators to move plans and make changes in real-time
Customer in Control	Consistent experience, services configured to customer's requirements	All services in one platform, providing a single source of digital truth to all systems
Shorter Time to Market for New Products and Services	Businesses can develop new products and updates quickly without IT dependence	Centralized Product Catalog with process intelligence, reusable construct and product federation capability
Shorter Time to Launch	Transform/launch in as little as 16 to 24 weeks	Agile launch based on MVP model for new brands

TCS HOBS – A Tier-One-Capable Solution

“A very well engineered, modular, open platform”—
as per Gartner assessment 2020

- HOBS is TM Forum Open API certified
- A complete concept-to-market value chain reimagination with Celcom, a digital platform player in the 5G era
- HOBS is cloud-ready and certified against Azure, AWS and Oracle
- Active subscriber base of 30 million+
- More than 30% cost savings achieved through transformational deployments

Customer Highlights



CASE STUDY



Bharti Airtel, India, as part of their digital transformation journey, wanted to self-manage their product portfolio and significantly automate new product rollouts across business and IT operations. Their digitally-enabled services needed faster time to market and had to allow a higher degree of personalization.

Airtel partnered with TCS to implement a single enterprise product catalog for all marketing and sales channels across all geographies. TCS HOBS portfolio management streamlined the company’s product lifecycle processes, and its advanced product catalog enabled the seamless modeling of Airtel’s digital and traditional products through an intuitive user interface. Intelligence built into the system identifies redundant products and prevents proliferation. The Open APIs drive the digital customer experience, and the federation layer ensures zero-touch configuration across the IT stack.

Business benefits:

Rationalized large product portfolio by

80%

Eliminated inefficiencies and reduced time to market by

90%

Allowed product releases/year

~8000

“We believe that digital transformation needs simplification of product offerings. In a fiercely competitive mobile market, like India, digitally-enabled services require faster time to market, so the underlying B/OSS supporting them should rapidly embrace the changes. We chose TCS HOBS Product Portfolio Management as it brings business agility to our operations, helping Airtel take a giant leap forward in its digital journey.”

– Nathan Phipps, CIO-Mobile and Homes, Bharti Airtel

MATRIXX – Industry-Leading Digital Commerce

MATRIXX customers include 5G SA market innovators DISH, Swisscom, Telefónica/O₂ Germany and Telstra, and international operator groups including Orange, Hutchison, Liberty Latin America and Zain. Built for agility and efficiency, the MATRIXX Digital Commerce Platform has successfully powered the development and launch of innovative new digital brands from Verizon, Starhub and Celcom, as well as end-to-end digital transformations for AT&T Mexico, Roshan and Vodafone.

MATRIXX plays a leading role in key standards bodies and open-source communities related to next-generation charging including 3GPP, the Linux Foundation and TIP (Telecom Infra Project).

The company’s recent awards include:

- 2021 TM Forum Catalyst Award Best Ecosystem Design
- 2020 Telecom Lead Innovation Leader 5G Digital Commerce Solutions: Starhub giga!
- 2020 Glotel Award Best Digital Transformation Project for its work with 3UK
- 2020 Stevie Gold Awards for Innovation in Technology in Asia Pacific (giga! Singapore) and the Middle East (Ooredoo Oman)

CASE STUDY



DISH aimed to create a market-defining wireless business model for standalone 5G networks, based entirely on cloud native technology and a virtualized, open RAN architecture. MATRIXX Digital Commerce Platform was the only CCS product able to demonstrate the required flexibility, agility, interoperability and ease of deployment in pre-production trials.

“MATRIXX will help unlock the intrinsic value of our 5G network ... with a proven ability to deliver a modern CCS for 5G that will give us the commercial and operational agility to constantly iterate our offerings and grow our wireless business.”

– Atila Tinic, CIO, DISH

Customer Highlights

