



# Monetization- as-a-Service in Wholesale

# The Wholesale Business Landscape

Leading with an inherently transport-centric portfolio leaves wholesale operators struggling for differentiation, resulting in margin and revenue challenges. That lack of differentiation is exacerbated by increased competition both from within and outside the telecoms market. Market regulation may also add to the glass ceiling challenge.

## Current Business Challenges: The Growth Squeeze



Breaking through that ceiling requires a commercial reset. An experience-led portfolio strategy that marries the best of coverage and capacity portfolios with a rich, real-time digital engagement offering that delivers a win-win-win for wholesalers, retail partners and their customers.

**Welcome to Monetization-as-a-Service.**

# Experience-Led, Monetization Rich Wholesale

Providing a commercial platform that enables both wholesalers and retailers to transition from back-office revenue collection to front-foot, dynamic revenue generation is at the heart of the model.

Predicated on the wholesale provision of accurate, transparent and agile commercial information covering real-time service usage, spend levels and flexible real-time payment terms, among others, allows MVNOs to integrate and deliver a compelling experience-led portfolio strategy.

## Monetization-as-a-Service Concept:

A revenue-generating service offering for retail partners predicated on the provisioning of real-time, agile, accurate and transparent commercial information that end-consumers and retail partners alike can make instantaneous, informed business or lifestyle decisions from.

**RETAIL SETTLEMENT**

**CHARGE CALCULATION**

**EVENT /ACTIVITY RATING**

**CHARGING-AS-A-SERVICE**  
Revenue Collection

**REDUCED BILLING FOOTPRINT**

**FLEXIBLE MONETIZATION OPTIONS**

**SELF-HELP, REAL-TIME DIGITAL CHANNEL**

**RETAIL SETTLEMENT**

**CHARGE CALCULATION**

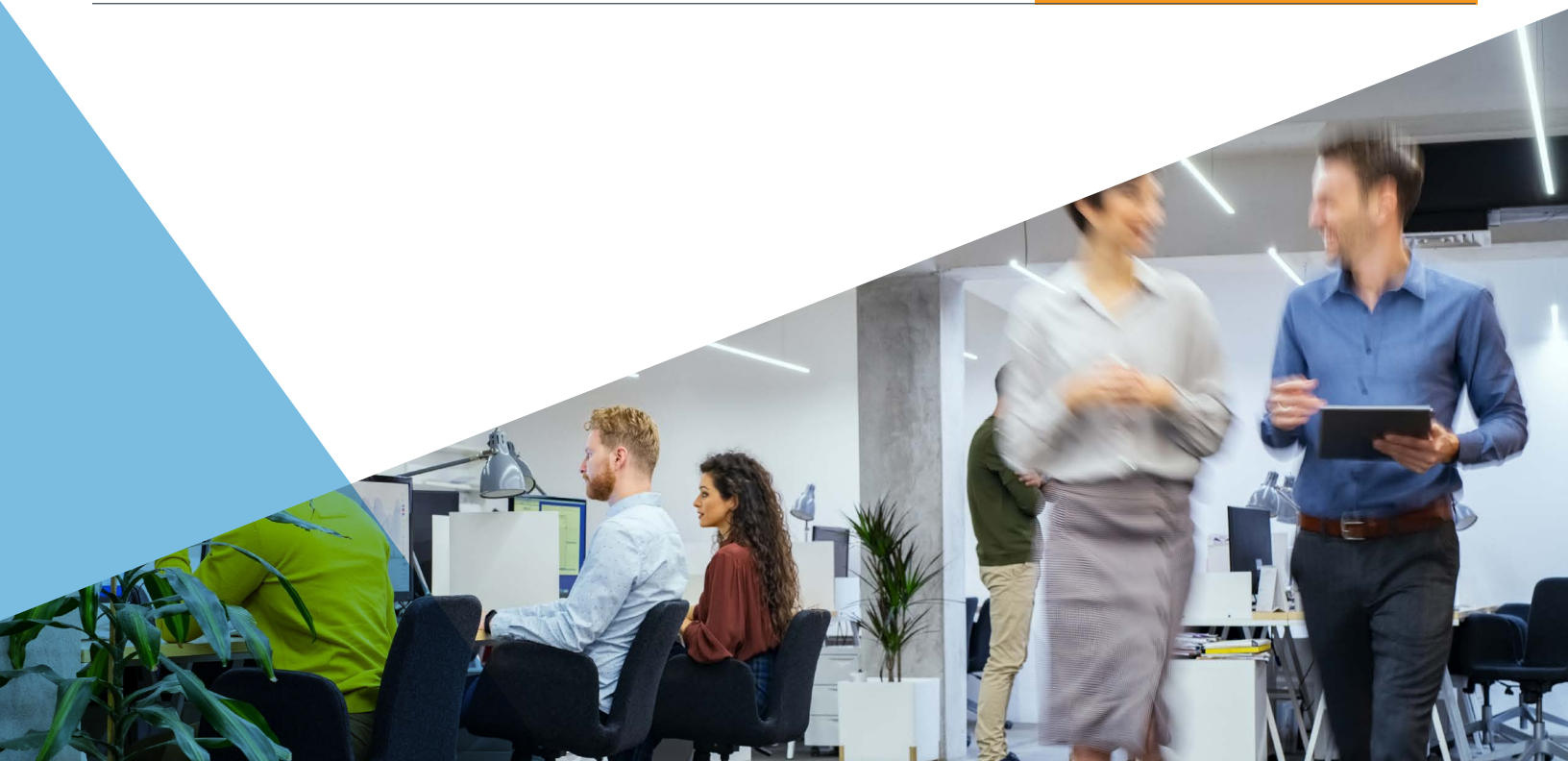
**EVENT /ACTIVITY RATING**

**MONETIZATION-AS-A-SERVICE**  
Revenue Generation

# Drivers, Benefits and Outcomes

Attracting, sustaining and growing MVNO partners is at the heart of a monetization-as-a-service approach for wholesale operators. Driven by the need for greater agility, a rich digital experience and new economics, measurable and tangible business outcomes become clear and attainable.

DRIVER	KEY BENEFITS	MEASURABLE OUTCOME
<b>Agility</b>	Significant time-to-market improvements for new offers, promotions and portfolio updates	Attraction, retention and improved spend levels from retailers
<b>Digital Experience</b>	Commercial transparency and accuracy, instant digital gratification through self-help digital monetization	Improved NPS score
<b>Economic</b>	Major cost-to-serve, cashflow and time-to-revenue improvements along with bad debt risk reduction	Improved business results and in-market competitiveness



## Use Case Opportunities

1. Digital MVNE Offering
2. Communications-Platform-as-a-Service
3. Neutral Host Networks
4. Dynamic Mobile and Fixed Bandwidth
5. Real-Time, Multi-Cloud Brokerage Offering
6. Telecom-as-a-Service



# Turning Back to Growth

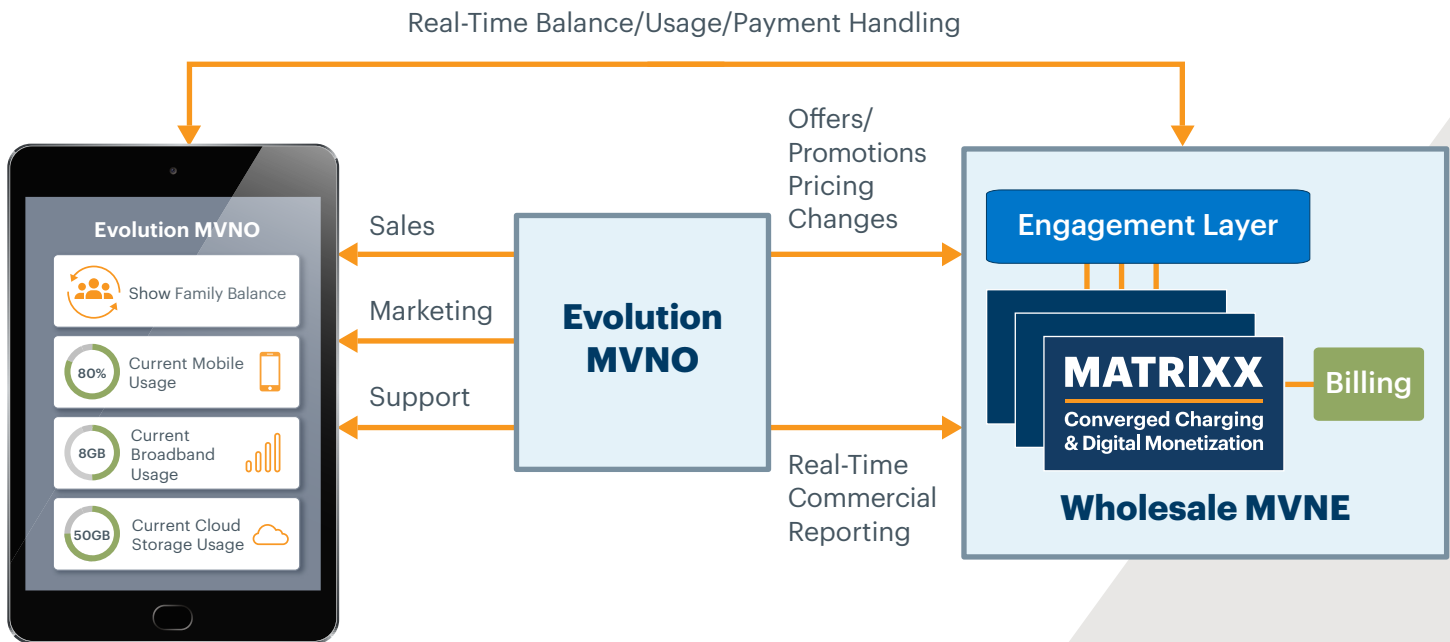


# 1

## Digital MVNE Offering

Wholesalers have the capability to offer in-house MVNE services alongside their own retail offering, covering all aspects of the portfolio (mobile, fixed, cloud and content). Services such as this may incorporate other network access technologies such as satellite, cable, fixed and private cellular networks. The offer is access technology agnostic. The flexibility and agility to support multiple market segments from the same monetization-as-a-service platform is key.

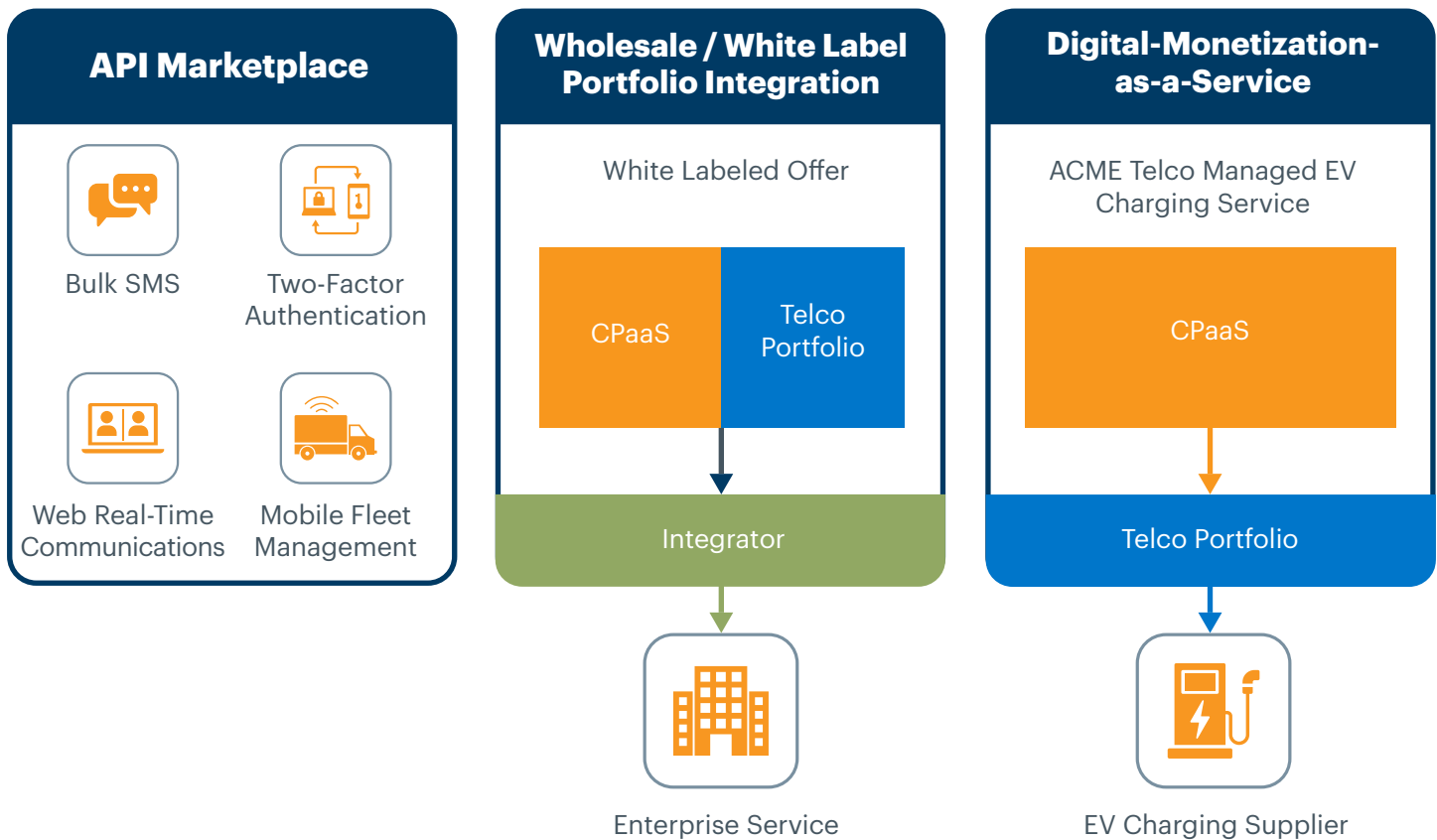
### Integrated Consumer MVNO Example



# Communications-Platform-as-a-Service (CPaaS)

The communications-platform-as-a-service market is one in which some wholesalers are already invested in; its key value is in providing a tighter integration between applications and the network.

Whether it's a CPaaS API Marketplace offering, an integrated white label offering or a full managed wholesale service, this opportunity extends well beyond traditional telecom retailers into industry vertical players, system integrators and public utilities among others.

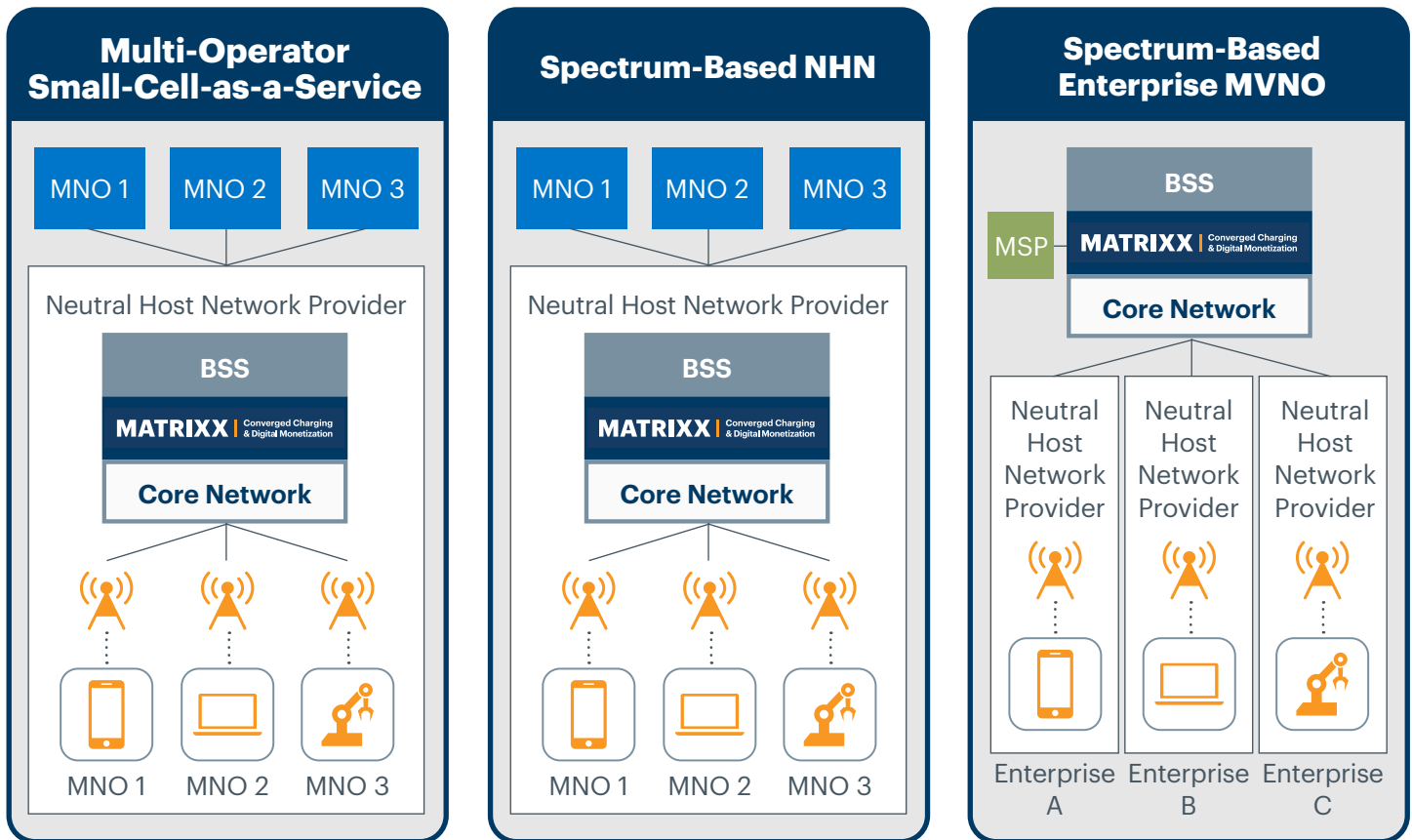


# 3

## Neutral Host Networks

A neutral host provides connectivity services on behalf of other players, such as mobile network operators or industrial service companies. Typically deployed in indoor environments such as offices/malls and stadiums where coverage challenges exist and it's not commercially viable for multiple operators to deploy infrastructure. Private cellular networking spectrum has accelerated the interest in this space.

B2B, B2C, B2B2X models and an expansive range of monetization options will define this opportunity. A dynamic monetization-as-a-service offering is key to covering that breadth of opportunity.



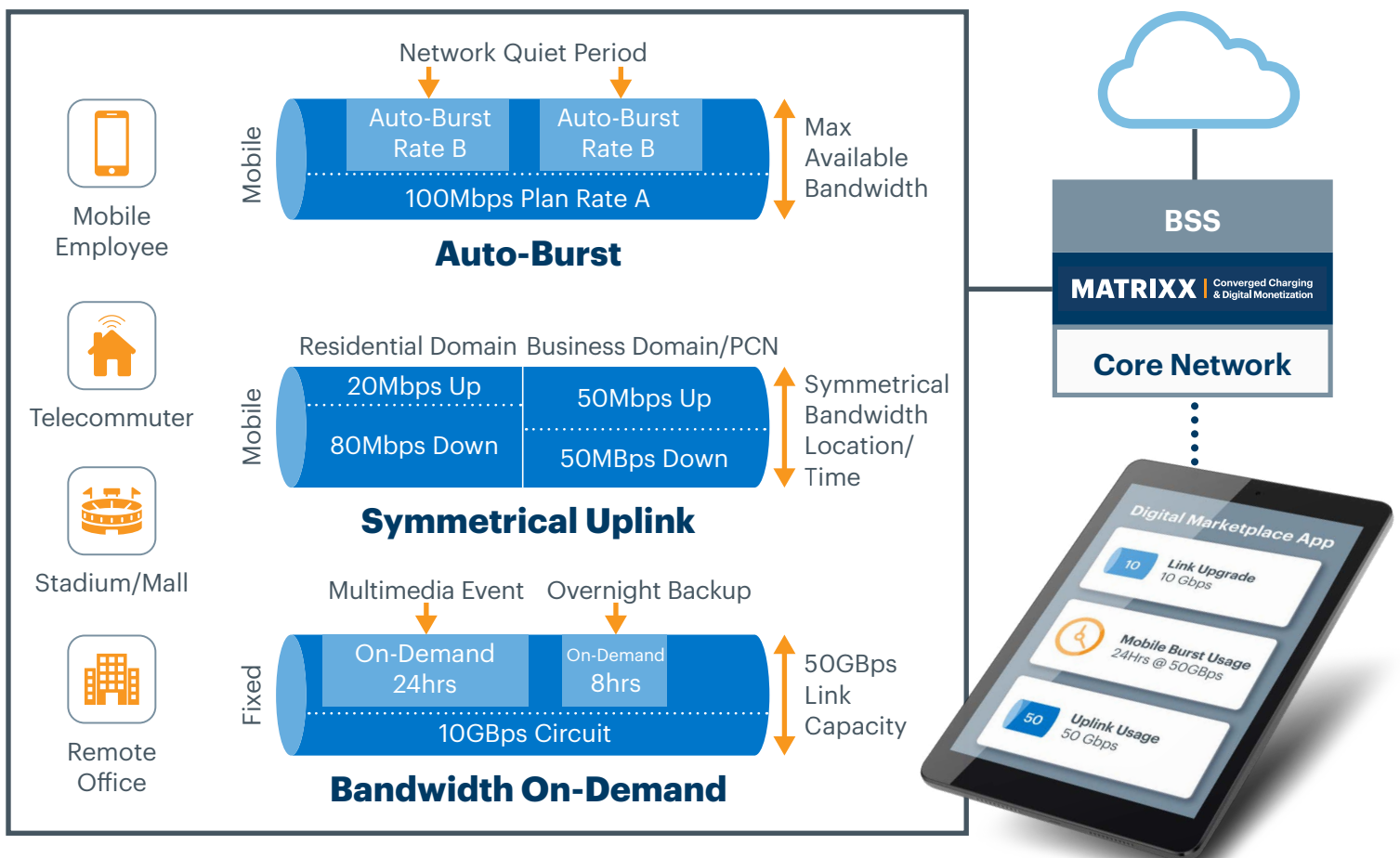


## 4

# Dynamic Mobile and Fixed Bandwidth

The ability to offer flexible and dynamic bandwidth upsell services to retail partners is a key part of a communication services experience-led portfolio. The capability to deliver a level of control and instantaneous information about the opportunity for additional capacity offerings, whether in a fixed or mobile context is essential.

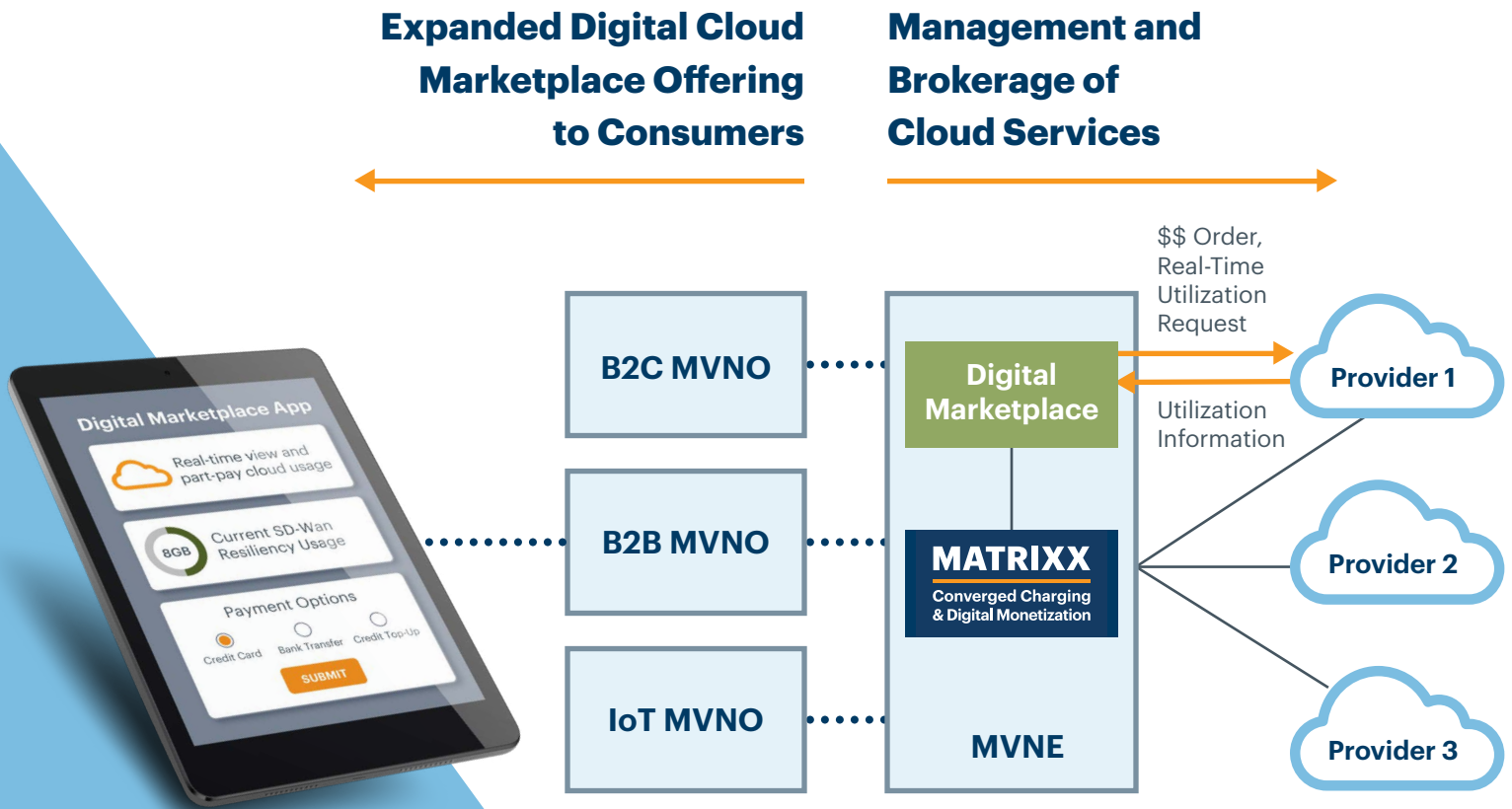
The opportunities to offer auto-burst capabilities while taking advantage of network quiet periods, symmetrical uplink capacity in business districts, private B2B cellular network offerings or bandwidth-on-demand services are key to downstream B2B retail offerings to SMEs and larger enterprises. Monetizing them in real-time is a further differentiator in an experience-led portfolio strategy.



## 5

# Real-Time, Multi-Cloud Brokerage Offering

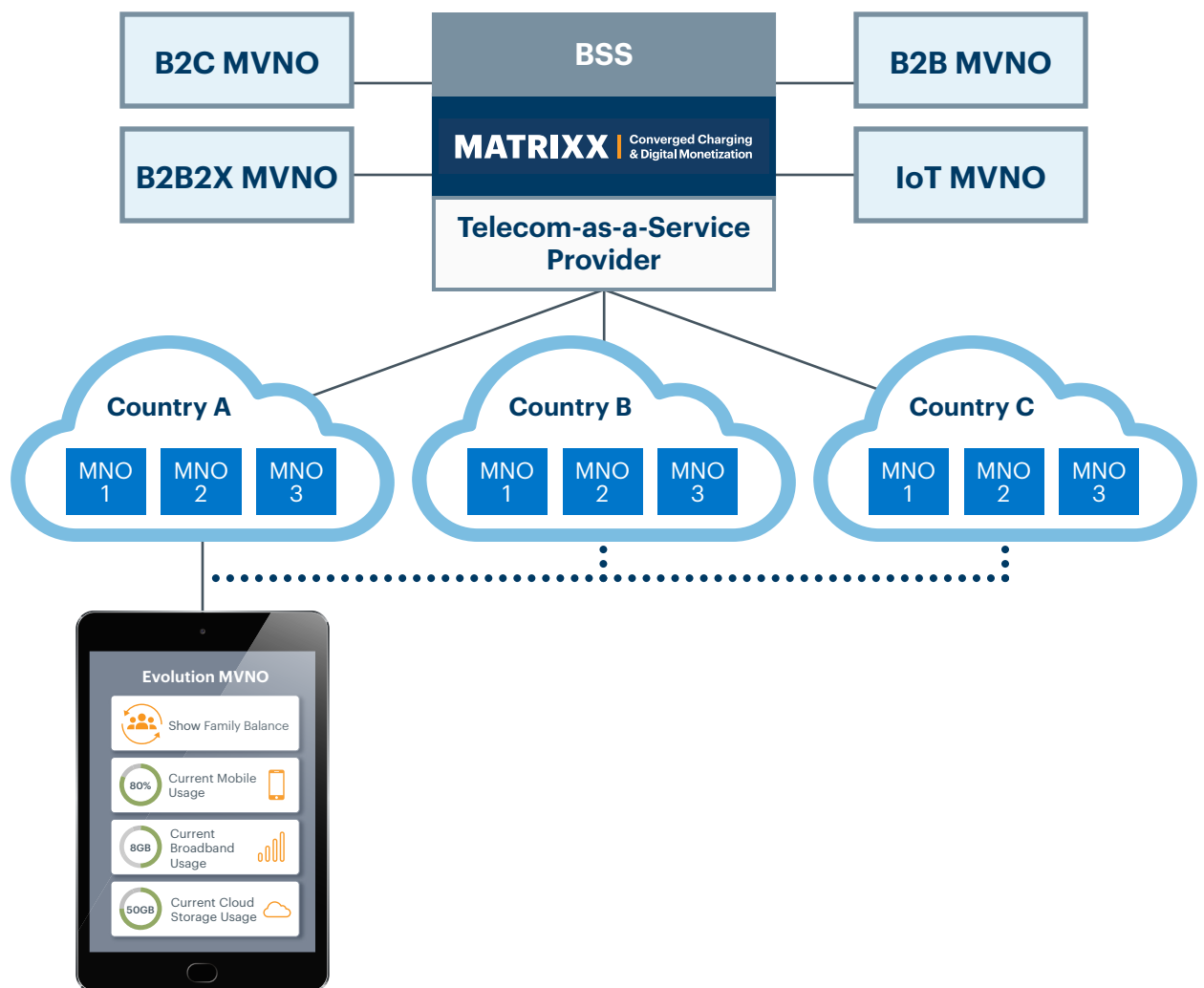
For wholesalers offering cloud-based services to MVNOs, enhancing the offering to introduce real-time insights into storage, compute and network usage has proven to be a true value add. Not only does it eliminate bill shock, it provides a trusted commercial environment from which retail partners can deliver upsell/cross-sell offers based on having up to the second commercial accuracy on current usage patterns and spend levels. This offering could be delivered to downstream B2C or B2B MVNOs as well as industrial service players, as an example.



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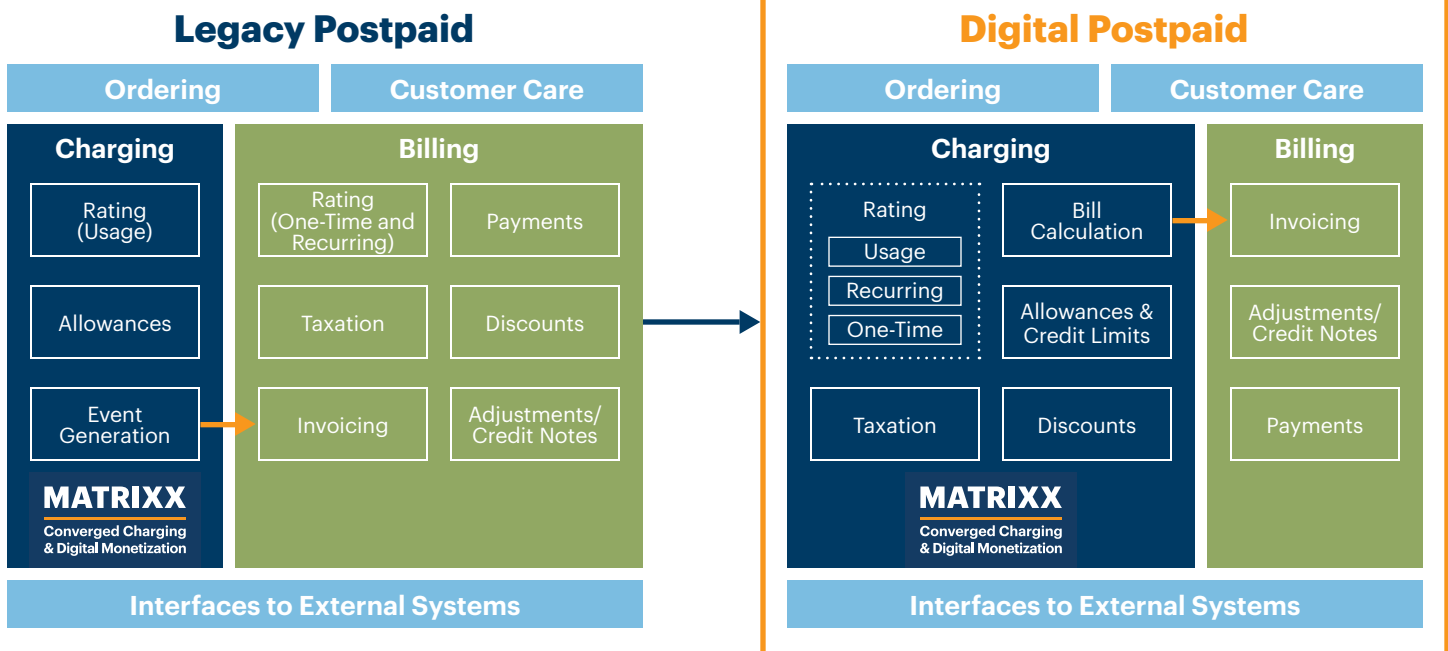
## Telecom-as-a-Service

Telecom-as-a-Service (TaaS) is an exciting growth area for wholesale services. By aggregating MNO radio network services at a country level and expanding that offering geographically, TaaS operators offer enhanced in-country network level offerings alongside seamless roaming. This not only takes much of the operational burden off MVNOs, allowing them to focus on value added digital services, TaaS operators have the opportunity to target B2C, B2B, IoT and B2B2X MVNOs from a common platform, massively expanding their addressable opportunity and competitiveness against in-country MVNEs. Monetization-as-a-service provides the real-time, agile monetization engine to deliver the pan-segment MVNO service richness and flexibility that uniquely defines TaaS operators.



# Lean on Billing; Big on Opportunity

MATRIXX digital monetization unifies charging and rating, offline and online, for usage and non-usage charges for all customer types (B2C, B2B, wholesale and IoT) and all payment models (usage, recurring, subscription and contract) alongside any existing prepaid charging offerings. It overcomes the limitations of traditional billing models, which rely heavily on siloed systems that require endless development and costly integration. By refactoring key functionality such as taxation, bill calculation and discounts along with consolidating *all* rating activities onto a real-time monetization engine and off legacy billing, wholesalers will realize significant operational cost savings, time-to-market improvements and deliver downstream customer satisfaction benefits to their MVNO partners.



# 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.

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