Get 5G Ready.
Transform Your BSS Today

A Playbook for Digital Leaders

5G Needs a BSS Do-Over

5G is happening. Network rollouts are accelerating. Commercial teams are piloting use cases and preparing business cases. For many operators, the weakest link in their 5G strategies is their legacy BSS built on outdated customer, order and revenue management systems.

When it comes to the potential for 5G, speed-based tariffs for consumers, finely tuned slices of network connectivity for enterprise and emerging multi-party B2B2X models are just the beginning. For service providers, exploiting the network agility that 5G enables, and turning it into revenue, will require new monetization capabilities.

Getting 5G right will require a modern approach to BSS, one based on agility, no-code pricing changes, all-digital journeys and seamless omnichannel experiences. In this playbook, we map out how MATRIXX and Salesforce can deliver the capabilities operators need today for 5G success tomorrow.
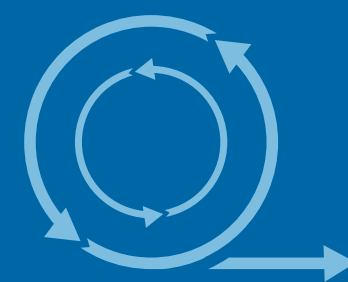
Agility

Click-Not-Code

All-Digital Journeys

Omnichannel Experiences

Yesterday's BSS Can't Support Today's Omnichannel Engagement

"Legacy BSS stacks often involve a tangled, spaghetti-like mess of systems. This legacy makes them inflexible and ill-equipped to handle rapid change."

– James Crawshaw, Senior Analyst, Heavy Reading

BSS architectures were designed twenty years ago to cater to traditional consumer and enterprise business models. Sales, service and billing interactions were predictable and hardcoded into system silos with rigid processes. The simple reality is that the way customers expect to interact with their providers directly — on their terms, through any channel and at any time — was outside of the original design brief. The result is a mixed bag of systems that don't easily support change, a terrible customer experience and zero business agility.

Modern consumers have different expectations, which is why operators need new customer engagement technology paired with real-time rating and charging to deliver the experience they demand — simple, digital-first sign-up journeys, a fully-featured app, instant access to buying and upgrading their services and care whenever and wherever they need it.

New Network, New Monetization Opportunities

The launch of 5G, with its cloud native architecture, will enable new "network on-demand" services that can spin up quickly to deliver innovative experiences with guaranteed service levels that customers will value. Many of these services will be supported by new business models, including partners who will access your network and pricing capabilities through APIs.

These changes to networks, business models and opportunities to create greater value for customers will force BSS transformation. Success will require systems that are agile to deploy with configurable APIs and gateways replacing interface programming. Highly customized systems and processes will be succeeded by click-not-code solutions, template-based models and the agility to change rapidly, translating into risk-free innovation.

MATRIXX® SOFTWARE | **salesforce**

Two digital leaders. One digital experience. Together we make it possible for operators to harness the benefits of 5G agility now.

Enhanced Mobile Broadband

- Upload and download gigabytes in seconds
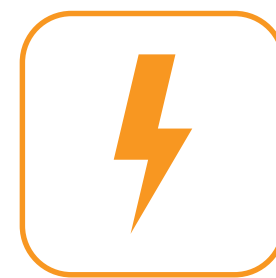- Consumers can access the fastest network speeds when they need it most

OPPORTUNITY

Price and Promote to Stimulate Demand

Speed Tiers
Segment user
speed entitlements

Turbo Boosts
On-demand
speed upgrades

Promotions
Enjoy max speed
for 24 hours

Connected Healthcare

- Transformed patient care experience, access to new remote services
- Multi-party model with subsidies and cross charging
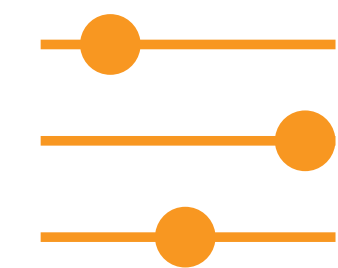
Secure Connectivity, Complex Value Chain

Revenue Sharing
Between provider, consumer, affiliates and operator

Transparent Pricing
All parties can monitor usage and spend in real-time

Tailor Services
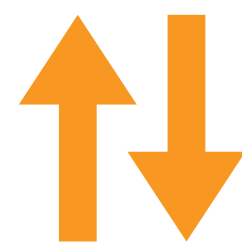API access to configure bespoke customer solutions

Connected Stadiums

- Mixed reality fan experience
- Fans can enjoy rich AR content with their entry ticket

OPPORTUNITY

Ultra-Low Latency Network Slice

Sponsored Data
Connectivity subsidized by stadium

Guaranteed SLA
Tuned network performance

Enterprise Portal
Configure, order and charge on-demand

Three UK

BUSINESS STRATEGY
Replace legacy systems with a green-field, cloud native IT capability that brings monetization flexibility and speed to match Three's disruptive vision.

REBUS PROGRAM OBJECTIVES
- To reduce time-to-market for new products from months to days
- To reduce the time and cost-to-serve customers
- To deliver a step-change in experience for customers and employees

OMNICHANNEL DIGITAL VISION
Three wanted to offer a seamless experience across all channels:
- 100% digital journeys to improve margins and upsell capabilities
- Best omnichannel experience to drive acquisition and reduce churn
- Optimizing customer interaction across self-care, retail stores and call center

WHY MATRIXX DCP
MATRIXX Digital Commerce Platform and Salesforce Communications Cloud were chosen as the best of breed real-time monetization solution based on the following criteria:
- Technical fit and ability to scale and perform on commodity hardware and/or in a cloud environment
- Business agility with out-of-the-box capabilities that could be deployed without any customization
- Reduced time-to-market enabled by a no-code, configuration-only solution

LAUNCH & MIGRATION
The initial launch will support Three's new digital prepaid proposition; later phases will migrate 12 million current prepaid, postpaid and business subscribers to the new, consolidated monetization platform.
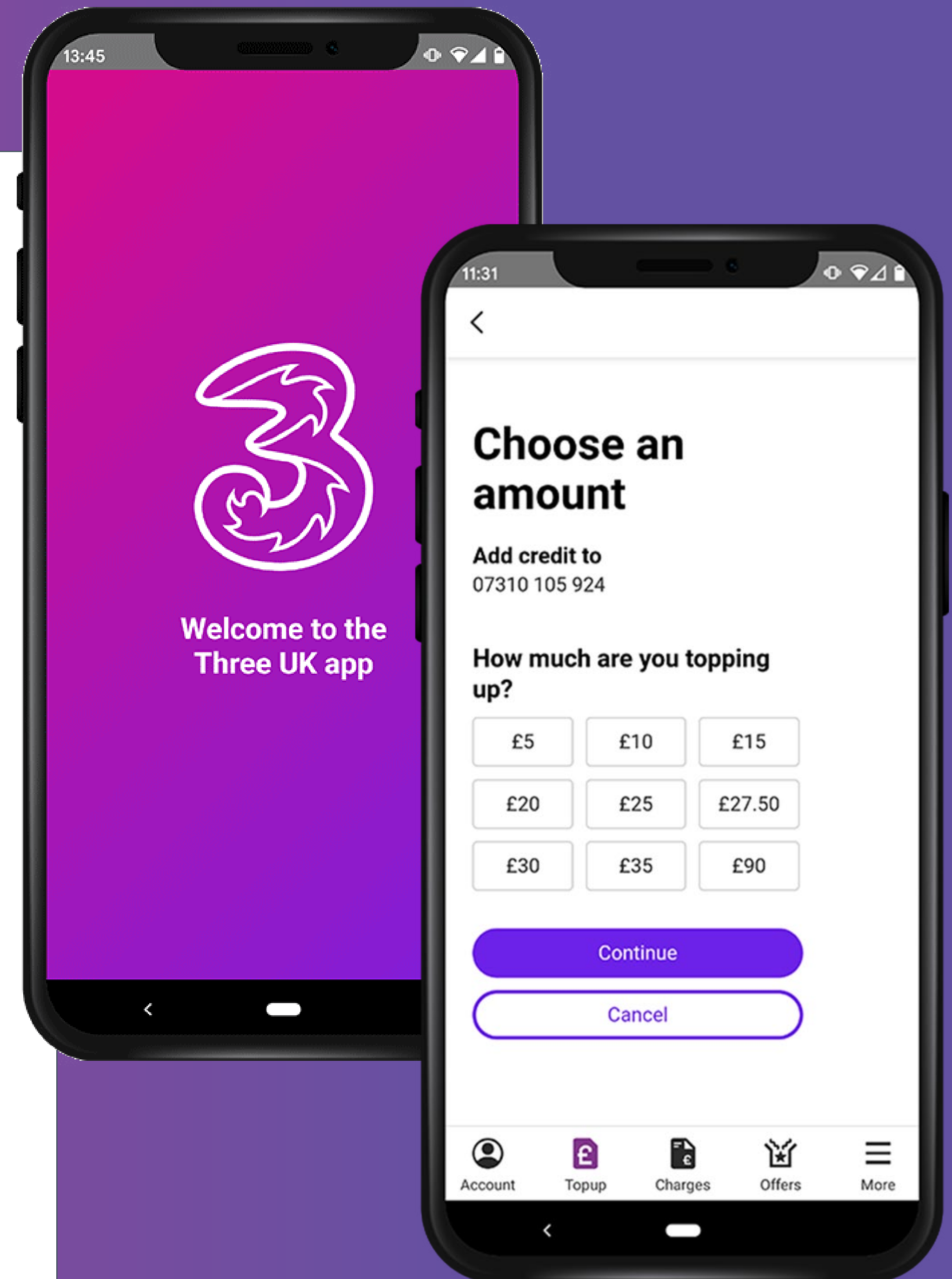
Flex by Orange, Poland

BUSINESS STRATEGY
Create digital proposition as new challenger sub-brand. Migrate 25% of sales to online channels by 2020.

TARGET MARKET & PROPOSITION
Digitally savvy consumers across all consumer segments. All plans include unlimited voice, SMS, MMS and social, multiSIM/eSIM, premium music, video, IDD and roaming add-ons.

TIMELINE
Eleven-month timeline from project initiation to user trial.

PROJECT GOALS
The best digital experience in market, to pilot a move to agile product development and to create a new digital IT stack for future service migration.

DEPLOYMENT MODEL
Salesforce Communications Cloud and MATRIXX deployed on premise.

WHY MATRIXX & SALESFORCE
After considering a traditional multi-year IT upgrade, Orange chose an MVP approach guided by strategic consultants and best practices shared by other customers at MATRIXX CONNEXX client conference.

The Salesforce & MATRIXX unified vision for digital experiences supported a revolutionary move to a new digital IT stack, enabling them to quickly launch new services before a phased migration off legacy platforms.

RESULTS
- **20%** of sign-ups came from referrals from existing customers
- **27%** of activations are with eSIMs
- **50%** of additions are ported from competitors
- The Flex app has an App Store rating of **4.7 out of 5.0**
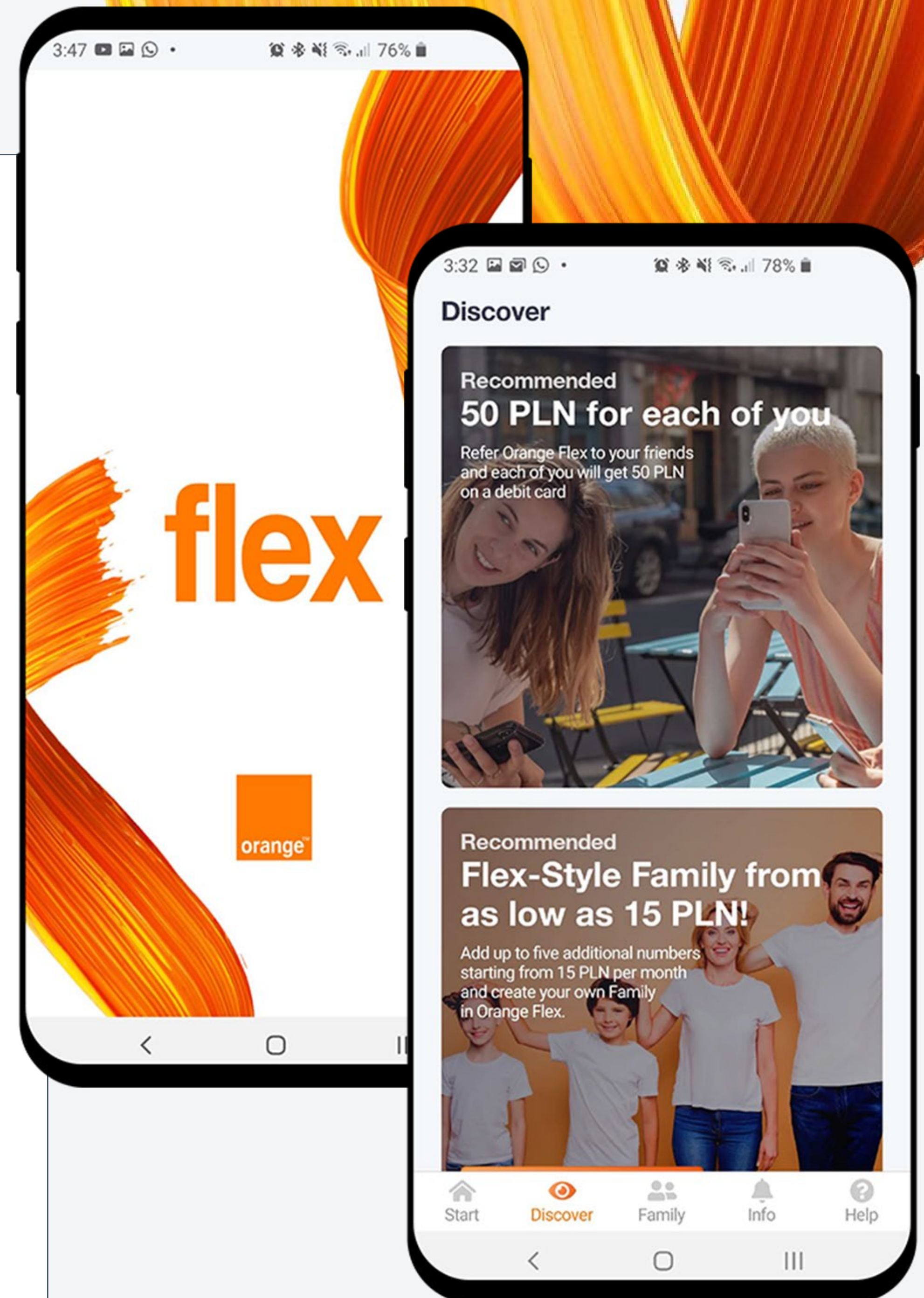
Visible and Yahoo Mobile by Verizon, USA

verizon✓ **v·s·ble** **yahoo!mobile**

BUSINESS STRATEGY
To launch a new digital brand with its own identity.

REDESIGN THE MOBILE EXPERIENCE
Visible was created to deliver the best digital experience in the US market, targeting value-conscious heavy users of data with:
• Simple, transparent pricing
• App-based on-boarding and care
• Simple credit card payments

NEW DIGITAL STACK
Visible created to a new IT stack to:
• Enable business agility through modern best-of-breed platforms
• Operate independently from their existing IT and network teams
• Reduce cost-to-serve with low-touch operations and all-digital processes

CLOUD DEPLOYMENT MODEL
Salesforce CRM running in their cloud and MATRIXX DCP operating in the Google Cloud Platform.

WHY MATRIXX & SALESFORCE
• MATRIXX and Salesforce deliver complementary functionality easily integrated via configurable APIs
• Business agility with out-of-the-box use cases for accelerating deployment
• Reduced time-to-market for new offers, enabled by a no-code, configuration-only charging solution
• Cloud delivery model minimizes overhead while providing scalability to meet demand

CONTINUOUS INNOVATION
Since launch, Visible has added features to enhance consumers' experience, including handset financing, offering referral rewards, group discounts, inclusive IDD calls, an online care community and eSIM support.
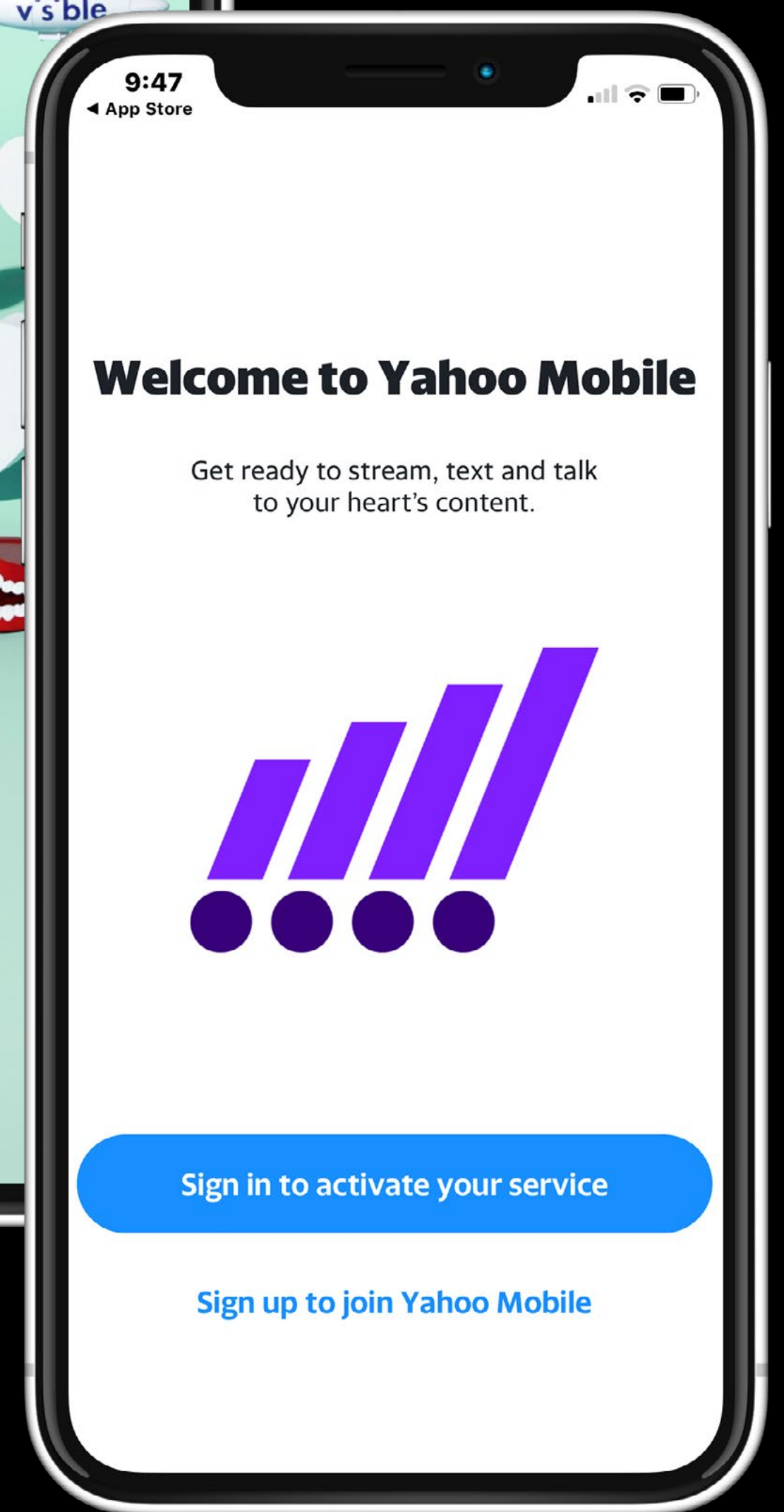
LAUNCHES SO FAR
Verizon now has the capability to quickly launch multiple branded MVNOs. To date, they have added:
• Visible, May 2018, 12-month launch
• Yahoo Mobile, March 2020, 6-month launch
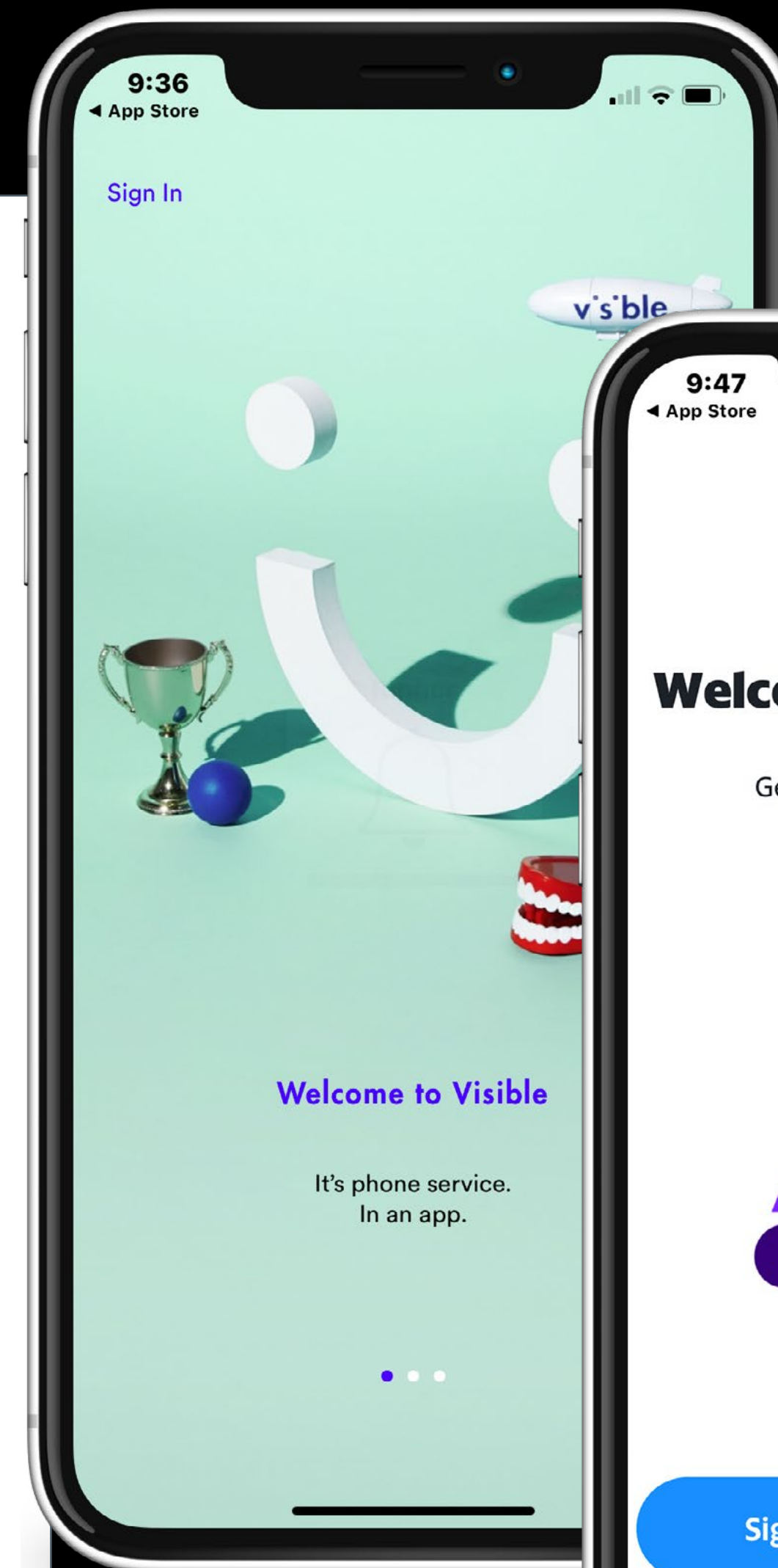
Visible app

Yahoo Mobile app

Capabilities Checklist

New business capabilities can't happen on legacy technology. Realizing the potential of 5G means choosing better technology that's fit-for-purpose to unlock it. What do you need from your BSS? Complete reinvention.

All-digital journeys deliver speed, transparency and precision, making it possible for all stages of a customer's lifecycle to be digitized

Product-based solutions support 90% of use cases available out-of-the-box, accelerating time-to-market by eliminating change requests

Cloud native architecture enables flexibility, automation and webscale performance

Configuration-based pricing eliminates the need for customization and coding

API-first design streamlines partner development and integration

Extensible data model adds new attributes quickly via GUI configuration, without new business logic, for highly flexible charging

Unified platform for engagement and monetization of all customer segments include B2C, B2B and B2B2X

Two Digital Leaders.
One Digital Experience.

The MATRIXX and Salesforce partnership is powered by a common vision and dedication to cloud native solutions that can be deployed rapidly, easily integrated for unified processes and quickly configured for risk-free innovation, delivering a comprehensive, fully digital BSS.

Digital Engagement
Omnichannel Customer Interaction

Salesforce
Communications Cloud

Digital Commerce
Real-Time Service & Network Charging

MATRIXX
Digital Commerce Platform

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. Visit: 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. Visit: salesforce.com