



10 WAYS TO

# Monetize B2B2X

A 5G Playbook for Digital Leaders





# Reinventing the Network, as a **Service**

**IN THIS PLAYBOOK, WE MAP OUT 10** of today's most promising enterprise use cases and the key capabilities that digital leaders are putting into place to prepare, now.

**5G will empower operators** to leverage highly configurable services and granular network control to reinvent their business models by unlocking new, multi-party B2B2X service revenues. By enabling enterprises to contract for and manage their connectivity needs, or provide modern and innovative services to end-users, operators gain the ability to engage their enterprise customers as partners, creating unique value chains that today are considered impractical.

Beyond simply marketing the latest services to enterprise customers, converting B2B2X opportunities into revenue will require operators to accelerate their digital transformation efforts. In addition to new thinking, processes and systems, effective monetization and control of the network as a service will require a modern, converged charging platform capable of allowing operators, and their new enterprise partners, to fully exploit innovative 5G capabilities.

Why does BSS require reinvention to make innovation a reality?

How does a new 5G charging platform make new revenue possible?

Why does B2B2X need a new approach to IT?

## New Outcomes Demand a New Approach to BSS

**AGILE, CLOUD NATIVE SOFTWARE** Customization and endless development cycles to configure BSS use cases are the enemies of progress. Innovating with B2B2X offerings and business models demands unprecedented control of how products and services are configured, deployed and right-sized. To move quickly in-market, a click-not-code approach to offer design and deployment ends the dependency on software customization and change requests. To take innovation to scale, a cloud native architecture enables webscale performance and resilience, allowing operators to right-size their networks how and where it's needed.

**ECOSYSTEM ENABLEMENT** Closed ecosystems and over-reliance on legacy telco technology providers won't cut it. Unlocking new revenue streams through enterprise partnerships will require an API-first converged charging platform design capable of making it easy to introduce new value chain partners.

**ALL BUSINESS ON ONE PLATFORM** The need for a bespoke BSS solution for every line of business is the surest way to kill experimentation. The practicality of exploring new vertical opportunities with enterprise partners will be entirely dependent upon the ability to leverage existing IT infrastructure. By running all business lines on a single platform, operators will have the flexibility to deploy new software instances quickly to capture more opportunities.





**OPPORTUNITY / 1**

## **Connected Hospital**

Single Site,  
Highly Customizable,  
Secure Connectivity

# Digitizing Health Care Delivery

Hospital provider-contracted connectivity  
for on-site therapies (B2B), enhanced  
in-patient digital experience and access to  
new out-patient remote services (B2B2C)



## OPPORTUNITY / 2

### eSports

High Data,  
Capacity for  
Multiplayer  
Live Streaming

# See More of the Action

eSports tournament organizer contracts to run multiplayer competition (B2B) and deliver more interactive and dynamic gameplay streaming, including multiple points of view, to fans (B2B2C)



**OPPORTUNITY / 3**

## **Live Event Broadcasting**

Massive Uplink  
Streaming Capacity  
with Guaranteed SLAs

# It Feels Like I'm There

Event venue providing highly customizable network services, including media production capacity for UHD content (B2B), uncompressed and at the highest quality, as well as streaming of all video live (B2B2C) to local or remote fans



#### OPPORTUNITY / 4

## Connected Stadium

Ultra-Low Latency for  
an Immersive Extended  
Reality Experience

# Mixed Reality Fan Experience

Sports stadiums contracting for bespoke connectivity to meet specific SLAs (B2B), enabling fans to enjoy rich AR content (B2B2C) in addition to secure, uncongested connectivity for food concessions and other retailers (B2B2B)





A man with a beard, wearing a dark blue suit, light blue shirt, and grey tie, is talking on a silver smartphone. He is standing in a crowded airport terminal. In the background, there are large windows with a grid pattern, and an airplane is visible flying outside. The terminal is filled with other people, some of whom are blurred. The lighting is warm, with a yellowish glow from the windows. The overall scene is busy and modern.

OPPORTUNITY / 5

## Smart Transport Hub

Capacity Scaling  
for a Consistent  
Experience

# Better Connectivity in Crowded Spaces

Transit hubs such as airports and railway stations provide passengers with highly scalable, ultra-fast connectivity (B2B2C) in congested areas while also providing differentiated connectivity for on-site enterprises and devices (B2B)



**OPPORTUNITY / 6**

## **Campus Networks**

Single Site  
Running Private and  
Semi-Private Networks

# A Private Network for My Building

Real estate company contracting for campus-wide connectivity to run secure building management applications and devices (B2B) while also offering shared network access to corporate tenants (B2B2B)





OPPORTUNITY / 7

## Remote Working

Same Room  
Experience with  
Zero Lag

# IoT Control from Anywhere

Large enterprises providing on-site connectivity (B2B) while also enabling remote workers with distributed, ultra-low latency connectivity that eliminates the need for physical presence (B2B2B)



OPPORTUNITY / 8

## Connected Retail

Multi-Site  
Connectivity  
with SLAs

# Smart Shopping

Retailers leverage high-bandwidth, ultra-low latency connectivity to innovate with smart retail and other emerging AR applications (B2B2C) while running critical retail systems on business-grade connections (B2B2B)







OPPORTUNITY / 9

## Remote Customer Support

High Definition Customer  
Communication

# I See Your Problem

Support workers can recreate customer problems on a digital twin and use this digital copy to demonstrate the appropriate fix (B2B2C and B2B2B)



OPPORTUNITY / 10

## FWA for Construction

On-Demand  
Connectivity for  
Diverse Use Cases

# Fully Mobile Gigabit Connectivity

Building contractors use day-one connectivity to enable construction innovations such as full-scale AR modeling on-site (B2B), while also offering flexible capacity to sub-contractors across the entire build timeline (B2B2B)





# Better Technology, Better Outcomes

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**NEW BUSINESS CAPABILITIES** can't happen on legacy technology. Realizing the potential of better B2B2X outcomes means choosing better technology that's fit-for-purpose to unlock it. What do you need from your BSS? Complete reinvention.



**Extensible data model** can add new attributes quickly without new business logic, for highly flexible charging

**Click-not-code configuration** of product catalog eliminates the need for customization & coding

**API-first design** streamlines partner development & integration

**Product-based solution** supports 90% of use cases out of the box, eliminates change requests & accelerates launch

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

**Cloud native architecture** enables flexibility, automation & webscale performance

**Single platform for all services** effectively monetizes B2C, B2B & B2B2X scenarios through one central configuration point



# About MATRIXX

MATRIXX Software provides next-generation, cloud native digital commerce solutions that transform how companies do business. Serving many of the world's largest communications companies, IoT players and emerging digital service providers, MATRIXX is committed to delivering a modern commerce platform that easily scales to support global marketplaces and consumption-based services. Through its relentless commitment to product excellence and customer success, MATRIXX empowers businesses to reinvent themselves and succeed as digital leaders.

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