



Digital Leaders Playbook: Doing it Right for Digital

Why Digital Leaders Start From Scratch

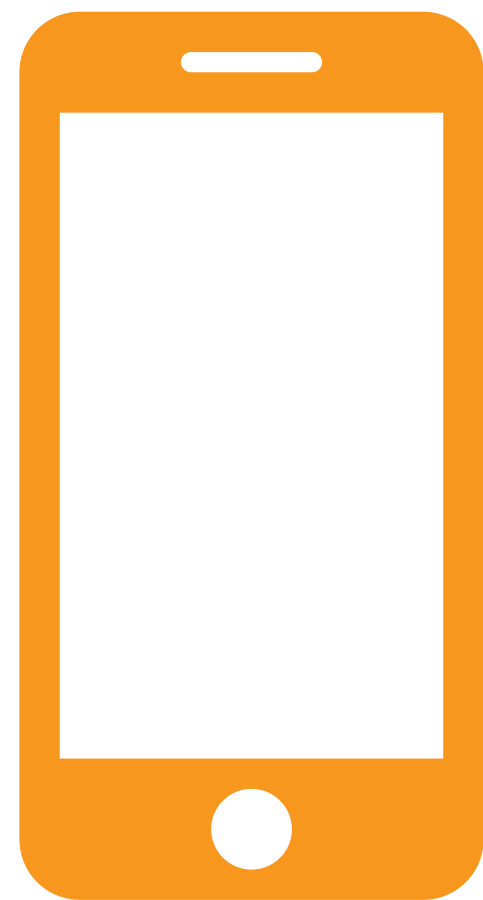
Getting digital right, the race is on

The goal is more than just moving the transformation finish-line closer. It's about empowering commercial teams and organizations today, so they can start succeeding and winning sooner. The path that Digital Leaders are choosing is clear: start fresh with a new digital stack built on the MATRIXX Digital Commerce Platform.



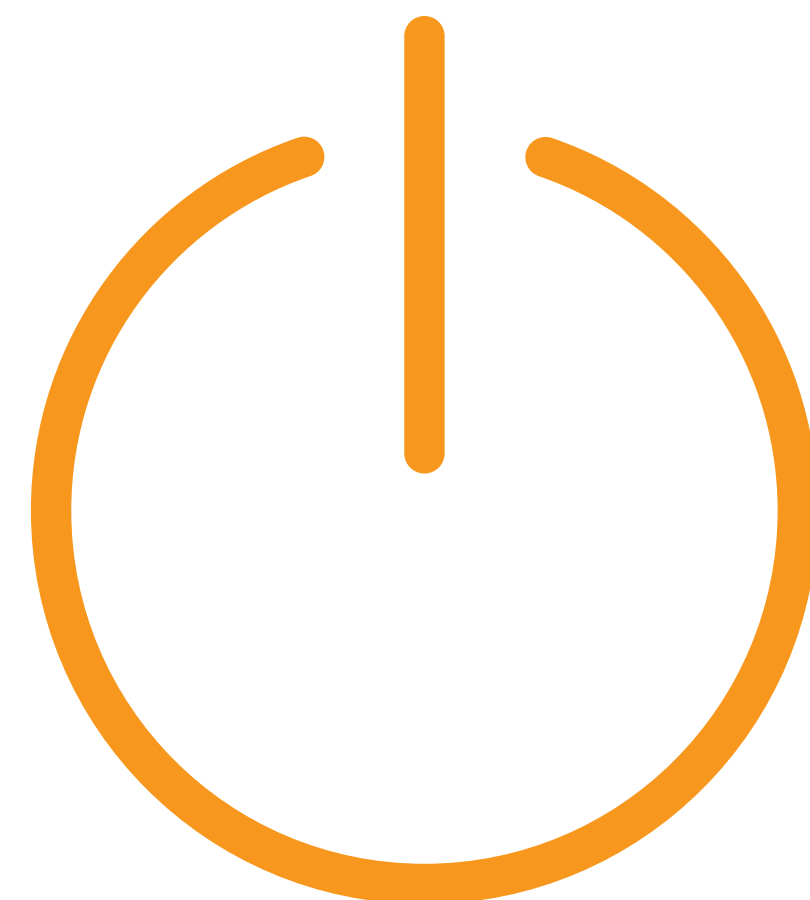
Winning with digital experience

Consumers don't care about your digital transformation journey. In today's highly competitive market, digital experience is the key driver of brand loyalty. The formula is clear—give customers the simplicity and immediacy they demand, and they'll reward you with service adoption and market growth; don't, and your customers will find someone who will. This is what Digital Leaders are giving their customers today:



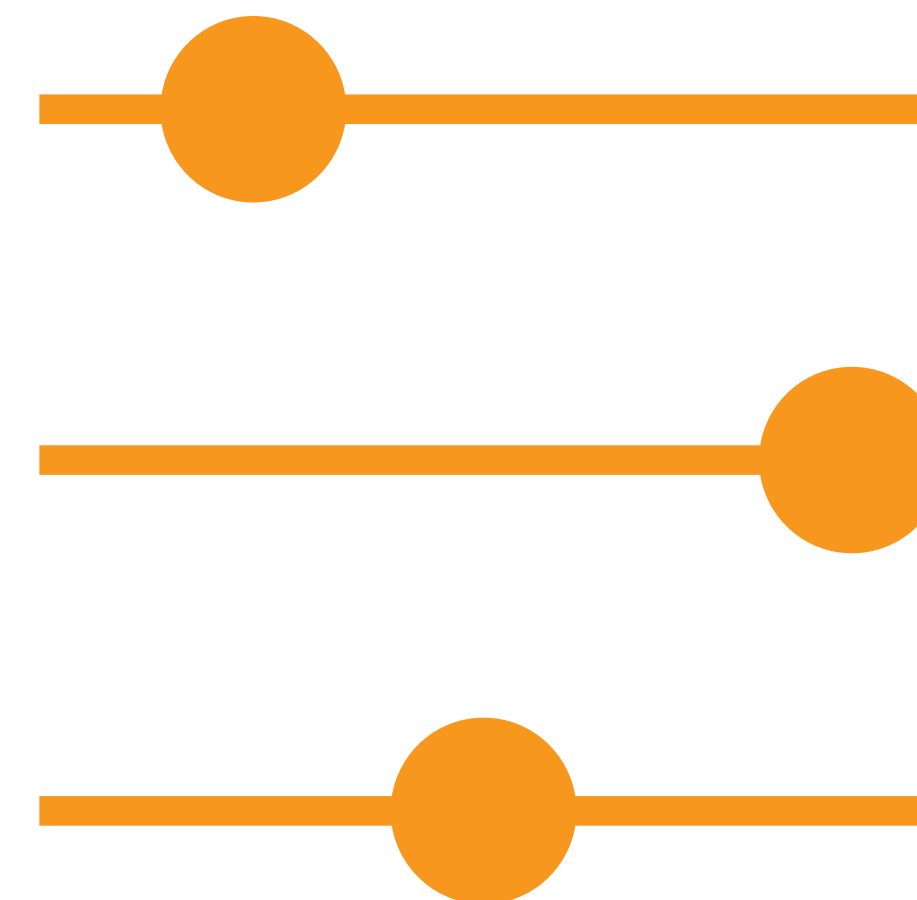
Transparency

See everything,
no hidden surprises



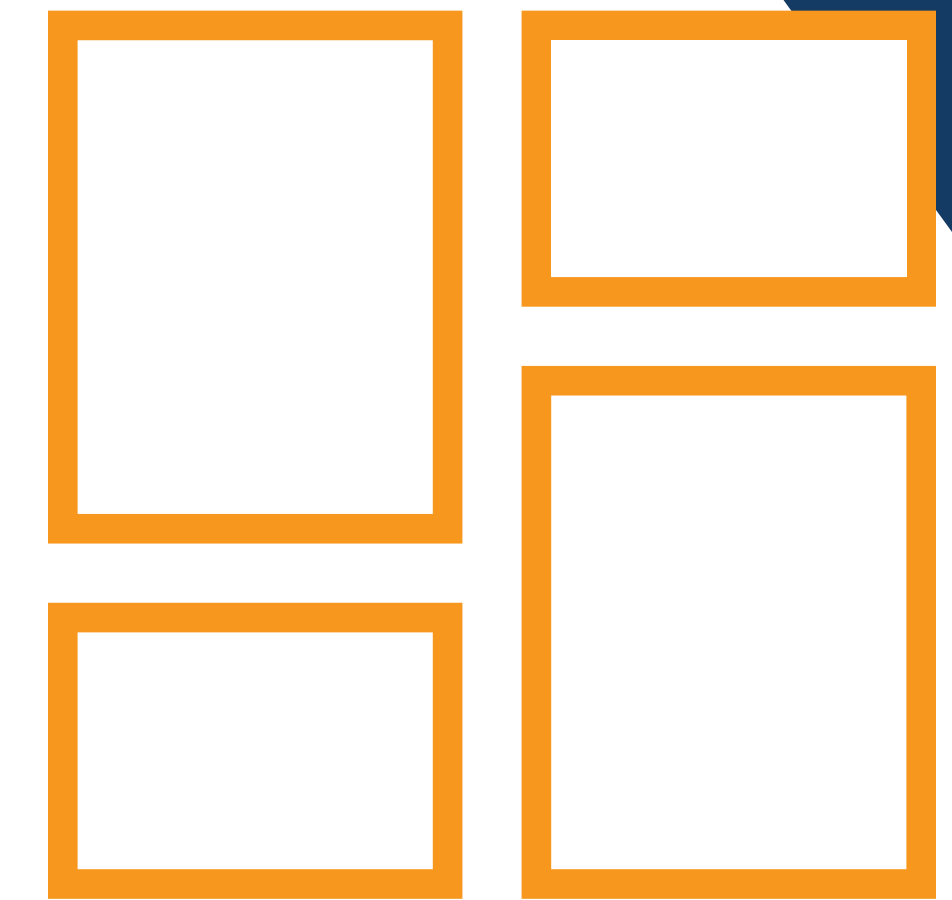
On-demand

Buy exactly what they want,
when they want



Personalization

Tailor purchases and
experiences to fit their needs



Control

Give customers ownership
of their experience

The systems underneath matter (most)

For Telco's, success with digital is about bridging the gap between the network and the customer—empowering end-users with capabilities once restricted to operators.

Digitization efforts that try to transform outdated systems just lead to unsustainable compromises, constraints and workarounds. What's needed are new systems and processes that combine traditional network functions with modern commerce capabilities.

CUSTOMER EXPERIENCE

SYSTEM CHARACTERISTICS REQUIRED

 **Transparency** Precise data gathered from, and delivered to, all channels

 **On-demand** Immediate service availability and instant access to changes

 **Personalization** Expose more functions for users to self-manage

 **Control** Instant responses across large volumes of operational and business data

Time is up for traditional transformation



Too much bespoke integration, too much customization, too many dependencies all add up to projects that crumble under the weight of their own complexity.



Digital Leaders have had enough of the slow and painful process of legacy transformation. They're tired of the usual cycle of overpromise and underdeliver.

They're making a clean break from their past approaches and starting from scratch with a new digital operation.

A new digital stack is the future

Delivering breakthrough customer experience requires a technology stack that is transformative from the network all the way to the screen.

Starting from scratch is proven as the fastest and most effective way for operators to deploy the back-end capabilities needed to deliver the digital experience customers expect.

TRADITIONAL APPROACH

Heavy integration

Customization

Workarounds and exceptions

External dependencies

WITH A NEW STACK

API-based integration to network and key ERP systems only

Configurable software delivering business requirements out-of-the-box

Redesigned processes that ensure the best customer journey

Tight project scope, digital channels and customer journeys only



Transparency

made possible, today

SYSTEM REQUIREMENT

Precise data gathered from,
and delivered to, all channels

The old way of working—producing an invoice at the end of the month because billing systems can't present real-time information—is no longer good enough.

Transparency demands systems that empower customers to make informed decisions—about how and when they spend their money.



By starting from scratch with a new stack, Digital Leaders can ditch their siloed, complex infrastructure and replace it with a single platform that gives customers instant visibility to pricing, spending and product options.

The benefit? Customers can make informed decisions before they buy, and monitor their actual costs and remaining balances afterwards.



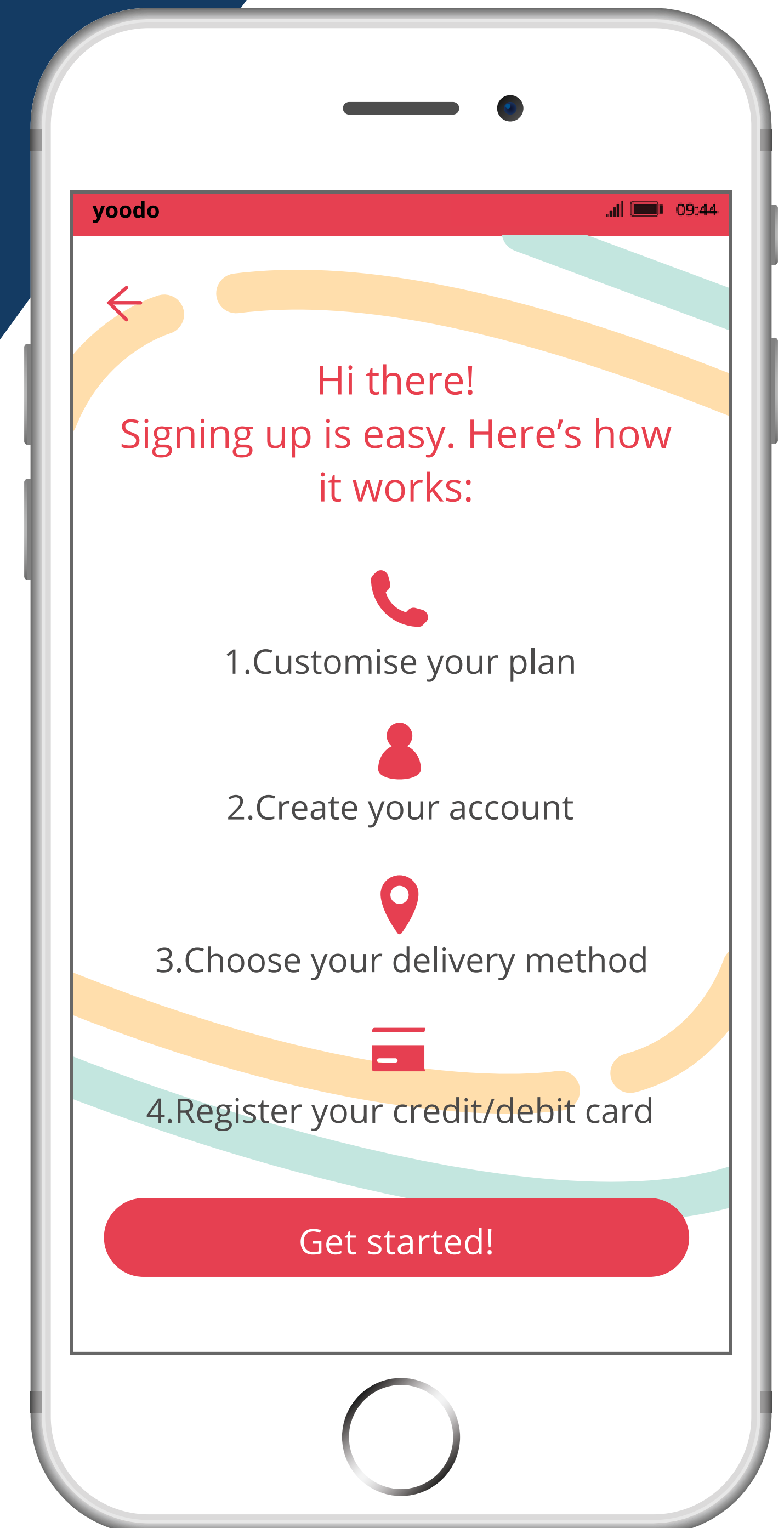
THE RESULT

Greater loyalty.
Higher revenue.
Fewer disputes.

Informed customers aren't
just happier customers,
they're more profitable ones.



Simple pricing, no
contracts, no gimmicks
and no hidden charges






On-demand

made possible, today

SYSTEM REQUIREMENT

Immediate service availability,
instant access to changes



The old way of lengthy delays for service orders being provisioned through clunky systems is a fail for today's customer expectations.

Enabling on-demand is about giving customers instant access to products and services, on their terms.



By simplifying with a new stack, Digital Leaders can move to a single platform capable of handling high-volume, real-time transactions with predictable performance.

The outcome? Customer transactions can be completed and delivered instantly, regardless of volume.



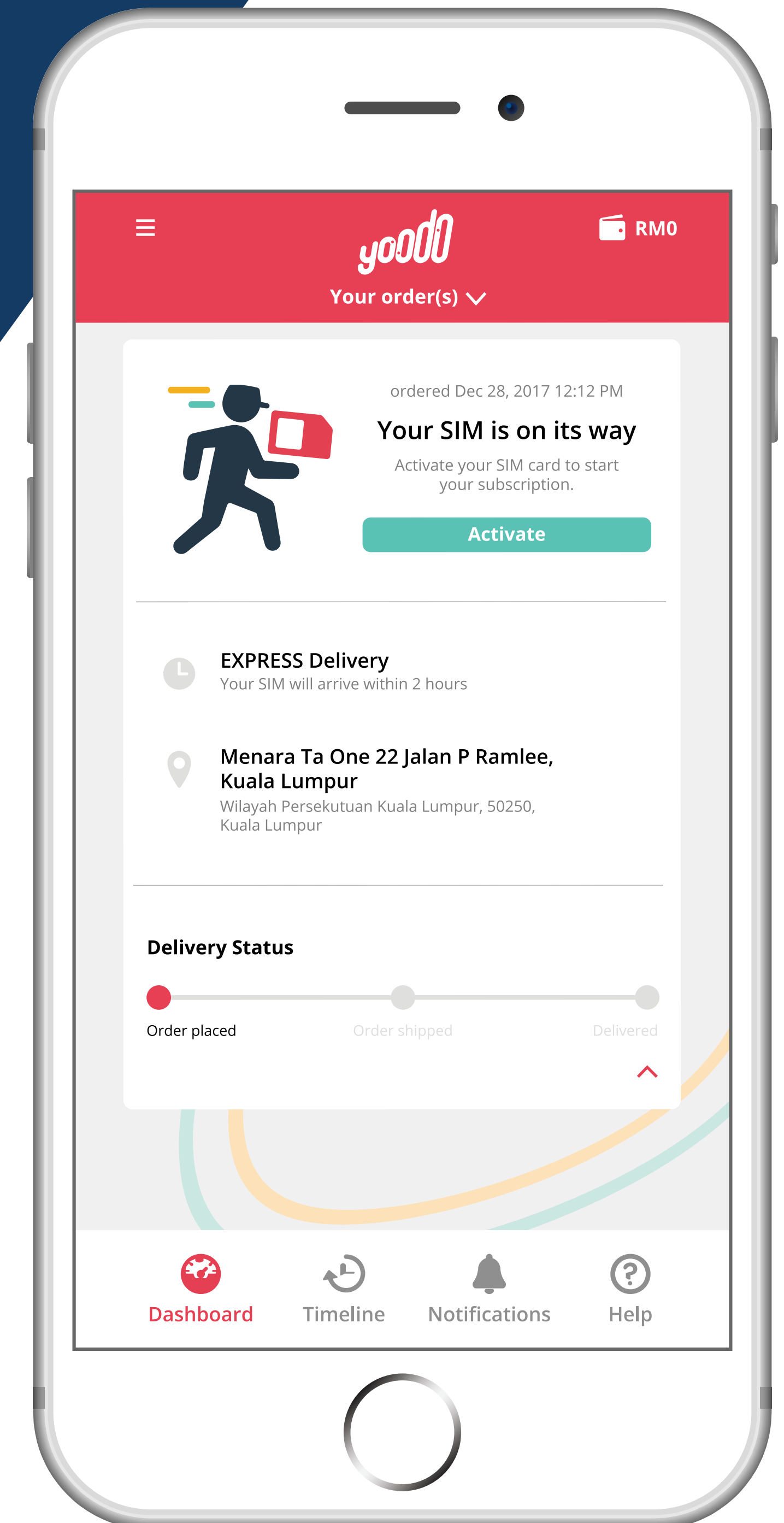
THE RESULT

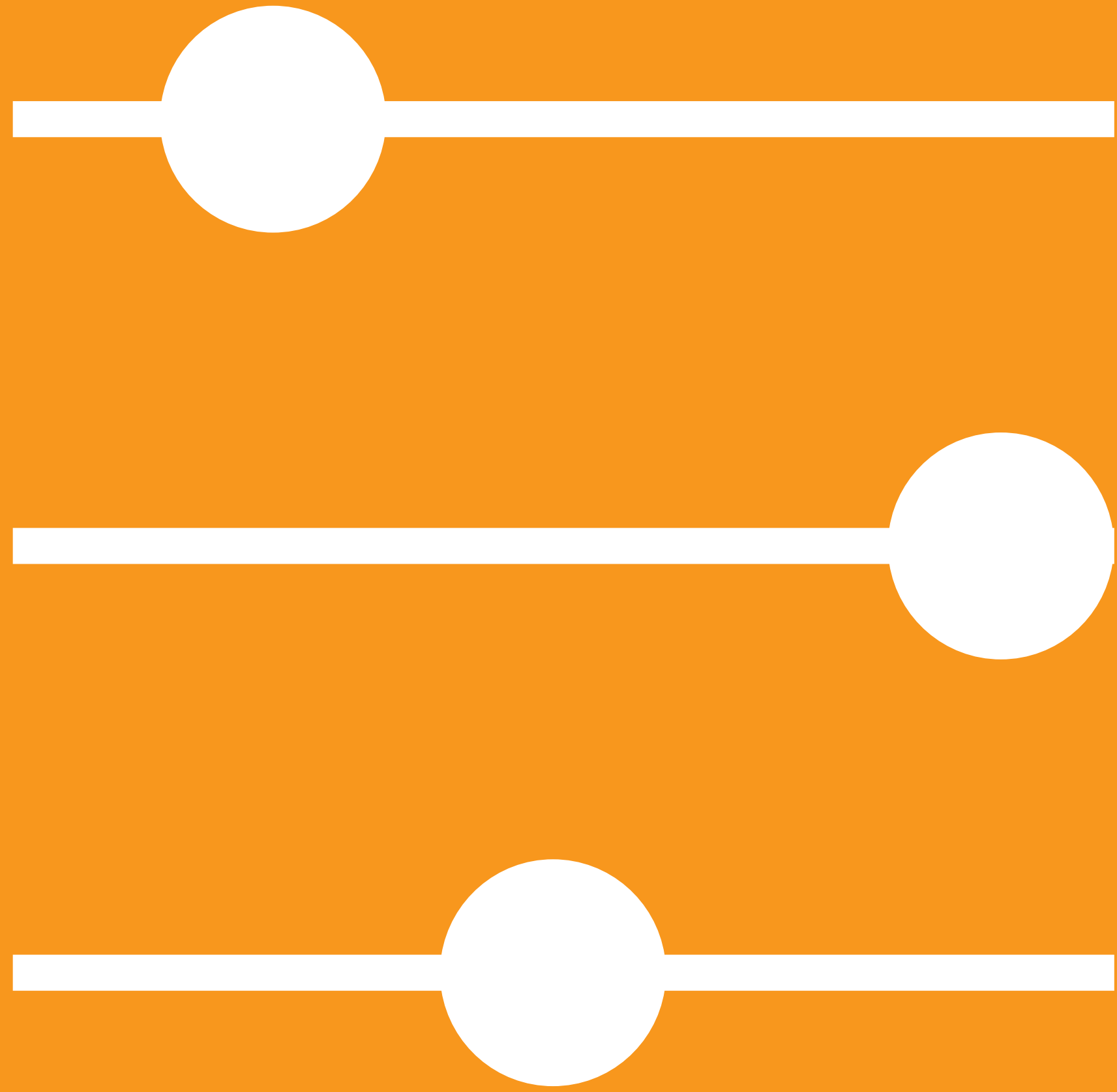
More satisfying interactions.
More repeat purchases.
Lower cost to serve.

On-demand is about more than just faster service delivery, it's about better customer experience.



Activate, register, buy and manage through a mobile app





Personalization

made possible, today

SYSTEM REQUIREMENT

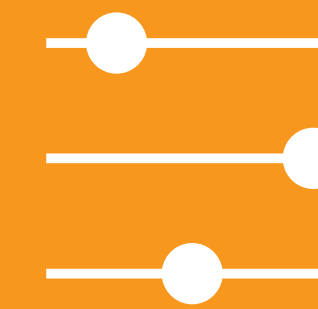
Exposing more functions to users for self-management



Traditionally, managing the thousands of products and offers in a Telco's product catalog was a daunting task.

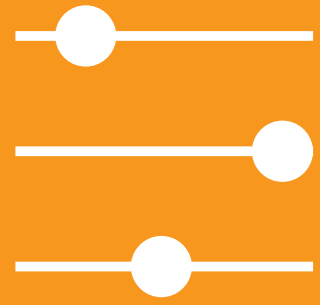
Enabling personalization means giving your customers thousands of options without adding thousands of new items to your product catalog or writing thousands of lines of code.

Unlocking personalization requires flexible systems that allow customers to choose exactly what they want without adding operational overhead.



With a new stack, Digital Leaders can move to a platform where products have variable parameters that can be configured by the customer, taking the burden of managing thousands of offers in the product catalog off of IT and operations.

The benefit? Customers can truly customize their plans, creating highly personal experiences that are instantly available.



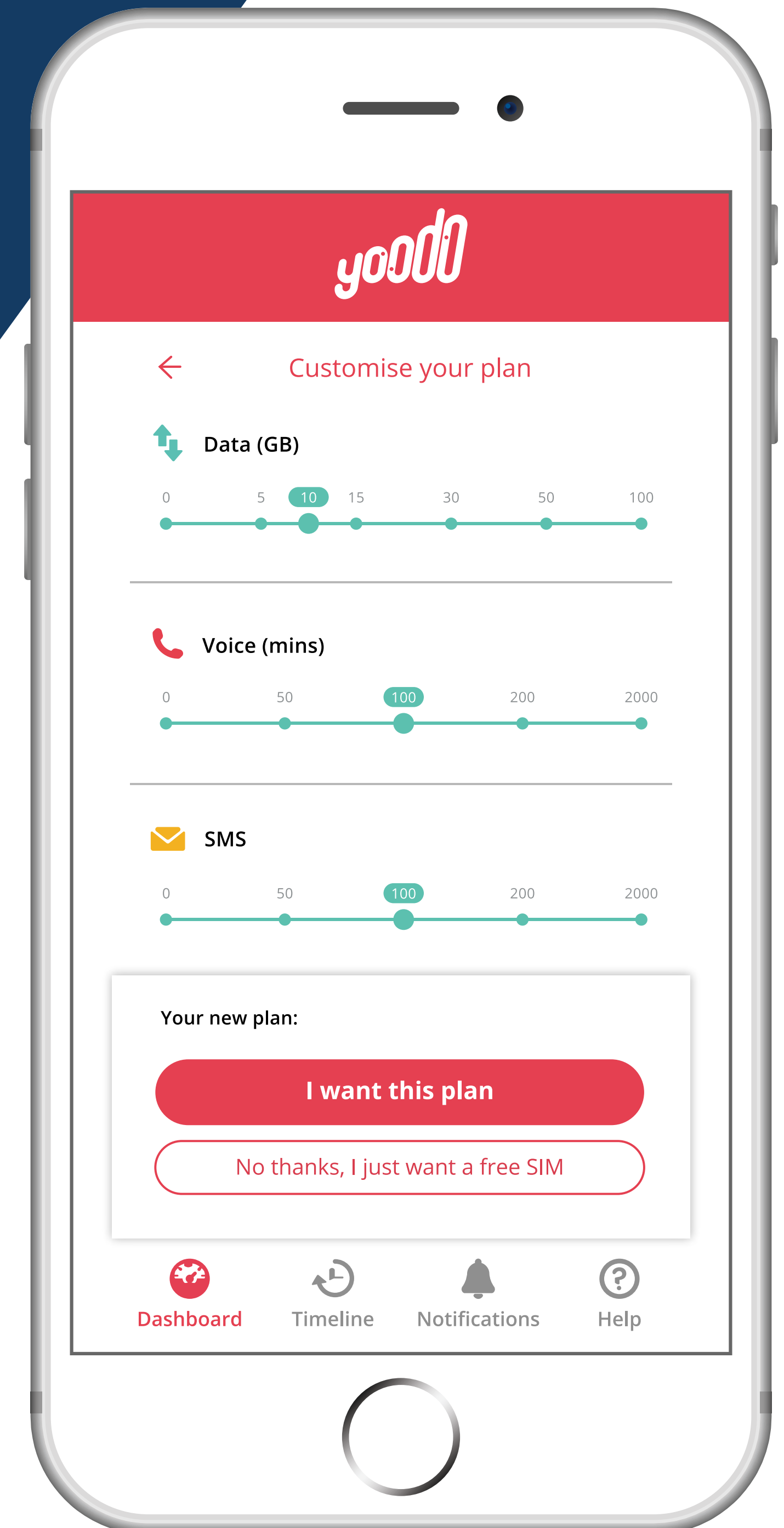
THE RESULT

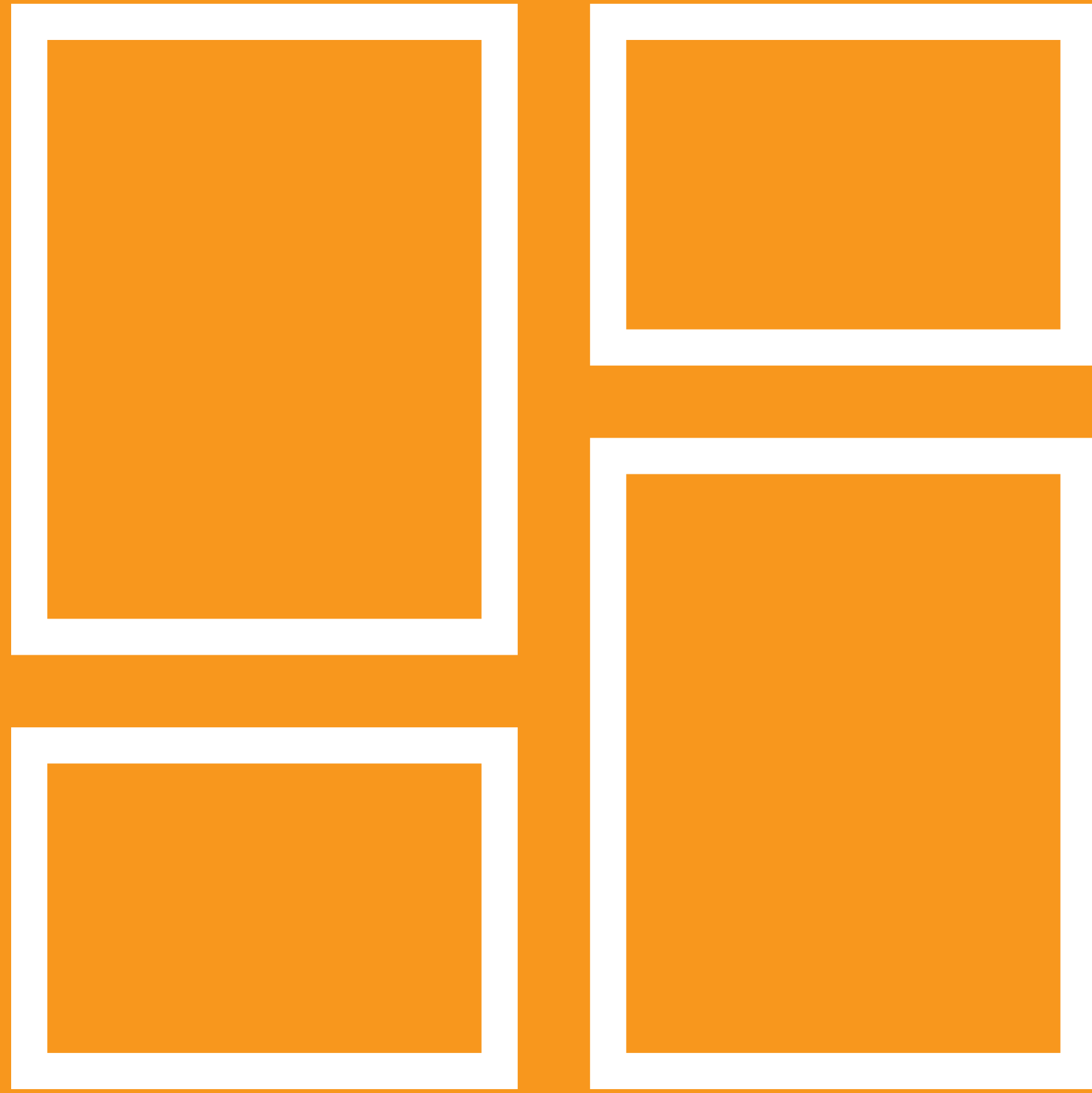
Better tailored packages.
Better perception of value.
Fewer rigid constraints.

Giving customers exactly what
they want on their terms.



Unique proposition
based on complete
customization, with
over 1,000 possible
combinations





Control

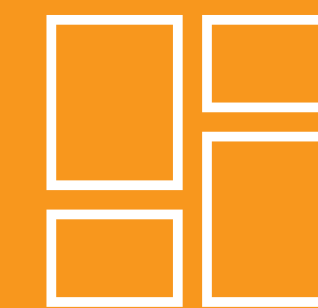
made possible, today

SYSTEM REQUIREMENT

Instant responses across large volumes of operational and business actions

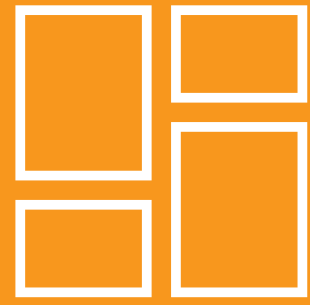
In the old way, dashboards displayed out-of-date information and customer requests were often subject to system and process delays.

Control is based on giving customers access to the information they need, when they need it, together with the tools they need for action.



With a new stack, Digital Leaders can leverage a platform that serves as a single source of truth for both the network and customers, providing instant and precise management of all interactions.

The outcome? Customers can take ownership of their digital experience.



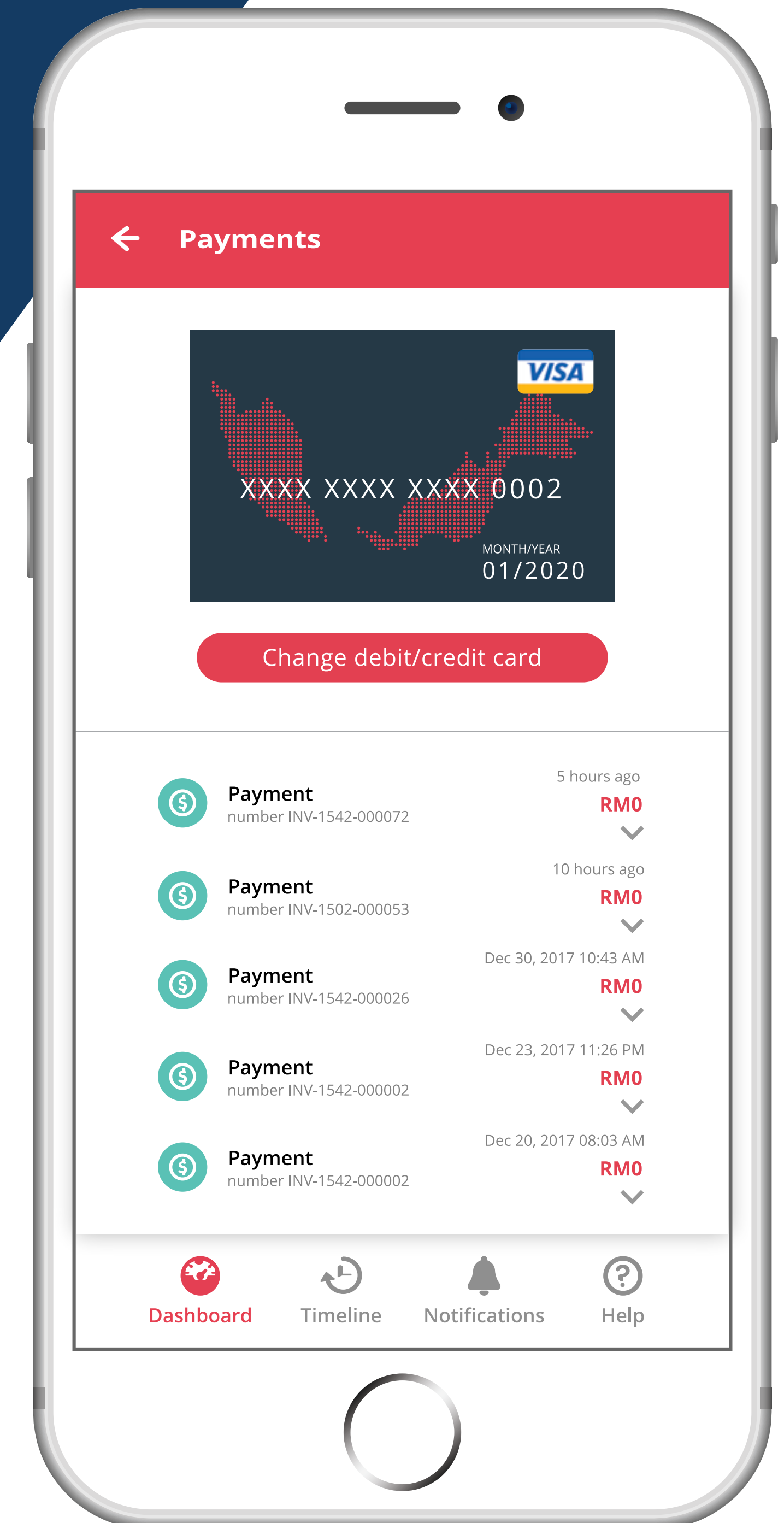
THE RESULT

More accuracy.
More empowerment.
No surprises.

When customers are in control,
they own the experience



Customers manage everything through the mobile app, and make changes without any penalty



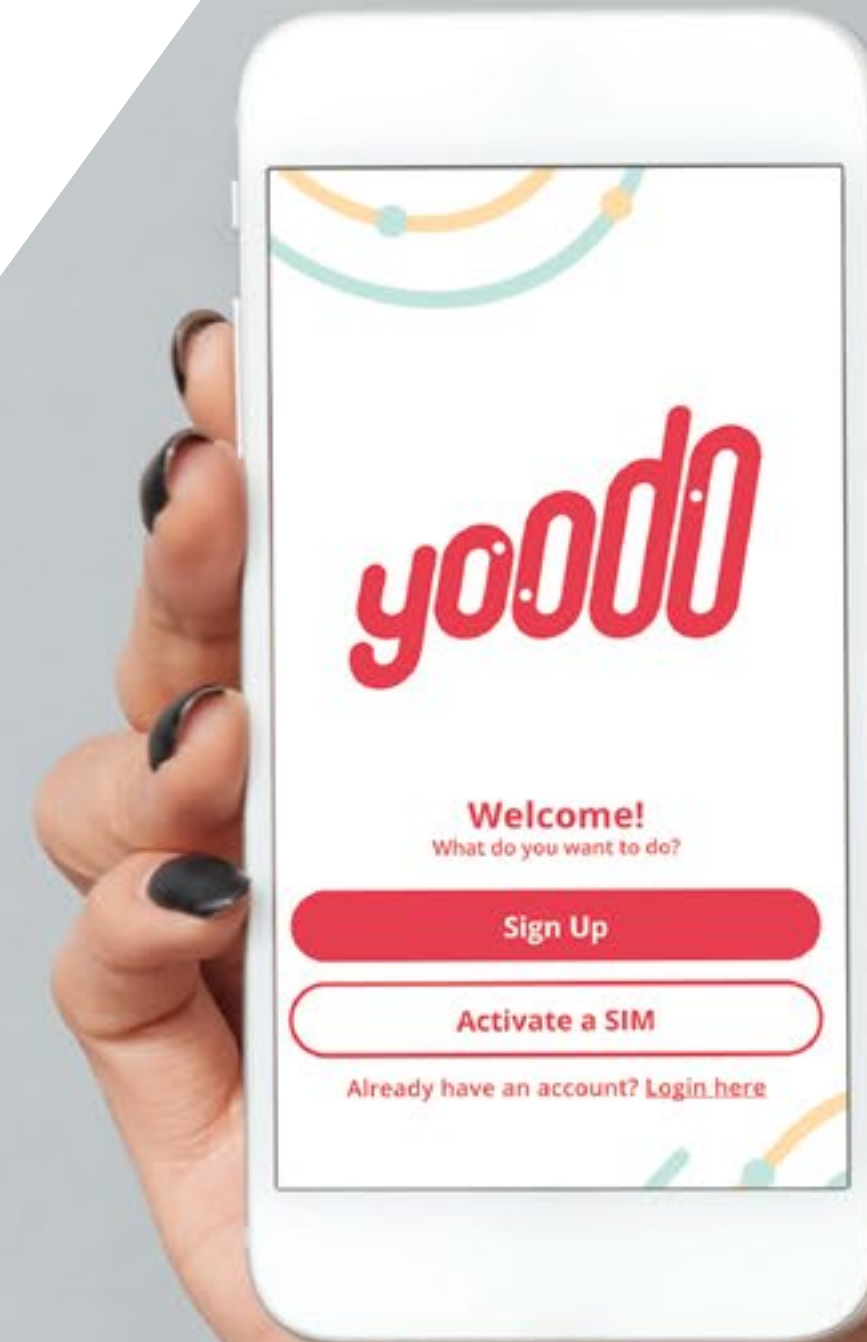
A new digital stack, the future is now

See for yourself what our customer Yoodo was able to create and launch in under 6 months. This experience is only possible with a new digital stack. It is only possible with MATRIXX Digital Commerce.

SEE CASE STUDY

The Yoodo logo is rendered in a red, rounded, lowercase font. The letters 'o' and 'o' in the middle have a white dot in the center, giving it a playful, bubbly appearance.

The Truly
Customisable
Mobile Plan



ABOUT MATRIXX SOFTWARE

Silicon Valley based MATRIXX Software is committed to helping Telco's reinvent themselves into leaders of the digital economy. Our multi-patented MATRIXX Digital Commerce platform was built from scratch to serve as the foundation for next-generation IT architectures capable of powering rapid transformation. Through innovations in engineering, product, sales and deployment, we empower Communications Service Providers with the speed, agility and autonomy they need to give their customers modern, digital experiences.



www.matrixx.com