



DIGITAL BRANDS - A DEDICATED PROPOSITION TO GAIN NEW CUSTOMER SEGMENTS AT SPEED



Digital brand provides CSP with the opportunity to differentiate and gain new customer segments with a winning offering:

- 1.** Innovative digital customer experience
- 2.** Digital operations
- 3.** Ability to deliver products at high speed
- 4.** Unique value proposition

STUDY SHOWS

"Digital brands contribute 25% of the total gross subscriber adds to the incumbent CSP at only 50% of the customer acquisition cost within the first year."

leading industry analysts / benchmark

Rolling out a new digital brand and trying to stay ahead of the competition with the existing architecture ecosystem can prove to be almost a lost cause

To launch a truly digital brand, CSPs need a new approach to delivering exceptional experience and value by end-to-end automation, self-serve, purpose driven front-end and innovative offers.

CSPs trying to implement this within the incumbent BSS stack, heavily customized, slow to expand, integration and upgrade becomes the major bottleneck in this endeavour.

Bypassing this with a fast launch of a dedicated new BSS platform for the new brand with modern architecture and cloud technology, offers benefits of high speed to market, cloud native scalability, digital operations, innovative offerings and also avoid complex and risky integrations, digital transformations and customer migration.

A winning proposal for any CSP.



GAIN NEW CUSTOMER
SEGMENTS AT SPEED WITH
OPTIVA DIGITAL BSS

Optiva dedicated Digital BSS Platform accelerate the launch of a new and innovative digital brand and keeps you ahead of the game

Optiva's proven, flexible and future-ready next-generation cloud-native stack provides digital offerings which can be efficiently configured and delivered with lean and agile operations. Optiva's dedicated BSS platform and its SaaS based new delivery approach overcomes the inflexibility and agility challenges of existing legacy deployments. It does so without impacting ongoing business operations and allowing the fast launch of new services and commercial models.



DIGITAL CUSTOMER EXPERIENCE

1. Fast digital on-board in a few clicks
2. Simple and growth-oriented monetization
3. 100% digital self-care



DIGITAL OPERATIONS

1. Configurable software with new products in 3 hours
2. Automated processes
3. Partner ecosystem with open and standard APIs
4. Single point configuration with one catalog



DIGITAL SOFTWARE DELIVERY

1. 90 days to launch a new brand
2. No code - CI/CD flow of new features
3. Fully managed BSS services
4. Available as SaaS on Google cloud and Azure marketplace

ADVANTAGES TO CSPs

- End-to-end digital experience from self care to digital lifestyle offering best customer experiences at lower acquisition costs
- Go live in 90 days or less with innovative and agile delivery approach
- Business velocity to launch new offers in minutes
- Monetize changing customer needs by leveraging usage analytics and to develop tailored plans
- Realtime triggers to enhance customer engagement and satisfaction
- Tap into innovation with scalable-cloud native application available on both public and private cloud
- Operational excellence with lower TCO and reduced risk

Introducing Optiva digital BSS stack

With more than 20 years of experience, Optiva has unmatched expertise in enabling CSPs across the globe to launch digital brands. Optiva offers a full spectrum of end-to-end, cloud native, and centrally managed next generation digital solutions that encompass business support systems (BSS), converged real-time charging and policy to cater to your specific business needs.



CASE STUDY MULTI-TENANT MVNE BSS

Telcel use Optiva's multi tenant BSS platform to support 5 brands targeting different customer segments

Optiva deployed its digital BSS stack for Telcel. The telecom operator started with introducing one discount brand to acquire low ARPU subscribers. Riding on initial success, the company launched two more brands catering to youth and digital lifestyle. Optiva with its digital offerings and quality service ensured success for all brands. With a single system Telcel could gain on efficiency and low TCO too. Few years back, Telcel launched two more brands catering to new businesses of IoT, M2M and wireless broadband. Telcel and Optiva set an example of successfully venturing into new segments and markets.

OPTIVA'S DIFFERENTIATING KEY FEATURES: PART 1

Supporting full customer monetization lifecycle

Delight customers and retain with AI-backed, real-time, intelligent promotions, and loyalty features

e.g., free data for birthdays, anniversaries

Onboard your customers with simple plans and bundles

e.g., monthly unlimited/capped data, voice, 100 SMS bundles



Acquisition

Grow

Engage

Expand

Promoters get more customers with social groups and family incentives

e.g., \$10 rewards for accepted referrals

Grow customer value with service and OTT partner bundles

e.g., YouTube and Netflix data bundles



GAIN NEW CUSTOMER
SEGMENTS AT SPEED WITH
OPTIVA DIGITAL BSS

OPTIVA'S DIFFERENTIATING KEY FEATURES: PART 2



The Optiva logo is displayed in white text on a black rectangular background. The background of the entire slide is a night cityscape with blue and white light trails.

GUIDING TELCOS
AROUND THE GLOBE

We support CSPs to quickly launch and monetize digital opportunities in 90 days or less without impacting their existing business operations. Optiva not only enables CSPs to launch full end-to-end digital offerings and self care but also ensures digital operations which become the pillars to modern day application deliveries and management. Optiva's BSS platform can act as a multi-tenant MVNE and can onboard a new MVNO in 6 weeks. Gain huge TCO savings and operational efficiency with this multi-tenant feature.

Optiva empowers MVNOs and digital brands across regions and business types

PUBLIC
MOBILE

koodo

móvil **éxito**

TRUPHONE

**Freedom
Pop**

Oui

MAXCOM
Telecomunicaciones

bueno
cell

UQ mobile

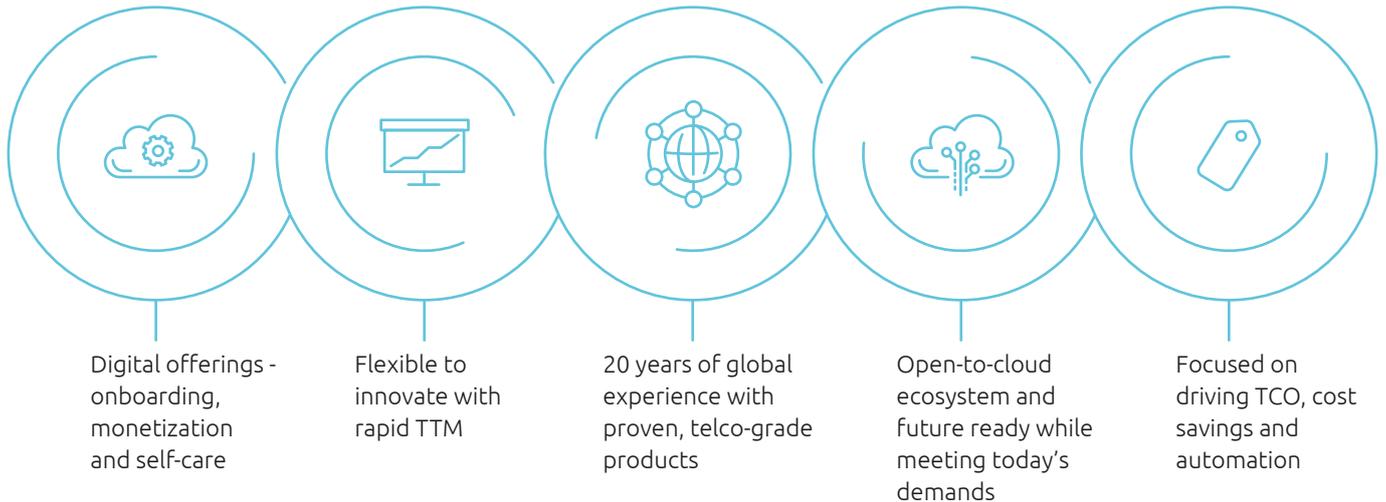
NEUS
MOBILE

Optiva offers digital self service, OOTB templates, flexible rating and charging to build innovative build your own plans. Our revolutionary monetization offering is centrally managed and delivered as SaaS on public and private cloud. By leveraging CI/CD and cloud automation tools, it simplifies the rollout of new features and products with zero downtime and at a faster rate to drive innovation. Our future ready solution is based on open architecture, and enables the easy integration of partners and continuous technology upgrades that eliminate costly IT development and prevent service disruptions.



GUIDING TELCOS AROUND THE GLOBE

Why Optiva



Industry recognitions for our Cloud Native Solutions



Finalist in TM Forum's 2020 Excellence Awards, **Cloud-Native IT and Agility**

July 2020



Shortlisted for Light Reading's Leading Lights, **Most Innovative Telco Cloud Product Strategy**

June 2020



Optiva named a **MARKET DISRUPTOR** with a clear vision on public cloud

November 2019



Shortlisted for Global Telecoms Awards, **Innovating in the Cloud**

September 2019



About Optiva

Optiva Inc. is a leading provider of mission-critical, cloud-native revenue management software for the telecommunications industry.

Our products are delivered globally on the private and public cloud. Optiva solutions help service providers maximize digital, 5G, IoT, and emerging market opportunities to achieve business success. Established in 1999, Optiva Inc. is on the Toronto Stock Exchange (TSX:OPT).



For more information, visit our website at www.optiva.com