

# MATRIXX Software

The world's go-to 5G monetization solution

January 2023

# Empowering Telcos to Compete at Web Scale

**MATRIXX**

Digital Commerce Platform



**Mission critical software  
that connects networks to  
consumers and enterprises  
for monetization**

**A Modern Monetization Platform  
Proven at Scale**

Leveraging private, public, hybrid cloud

Serving consumer, enterprise, IoT  
and wholesale

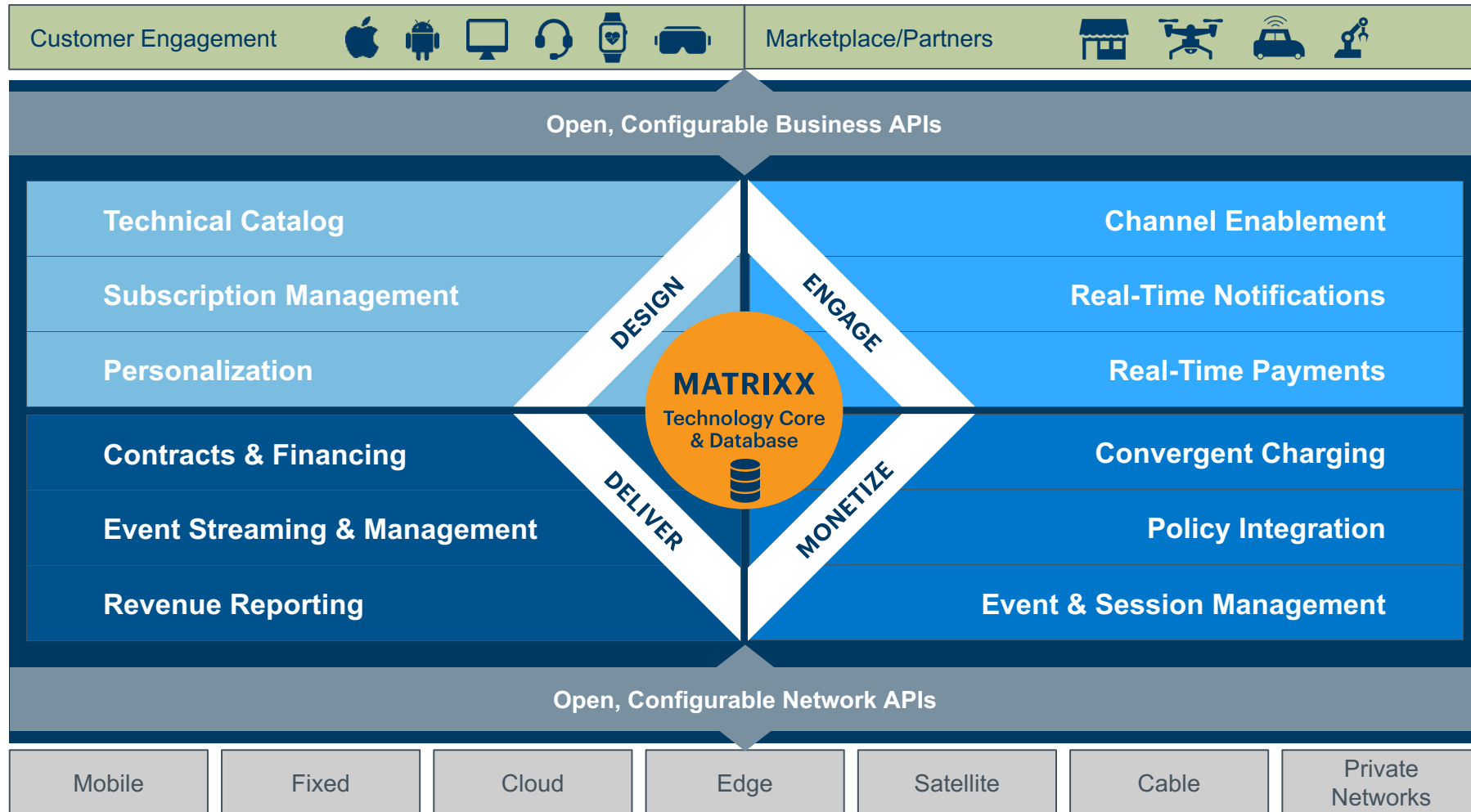
All running the same product

30+ customers – global footprint

**Trusted by Service Providers of  
All Sizes, All Over the World**

# A Digital Commerce Platform for Modern Monetization

Unique and Powerful, Only Solution Inclusive of Application and Database



# Why MATRIXX



Dynamic Pricing



Click-Not-Code



API First



Cloud Native



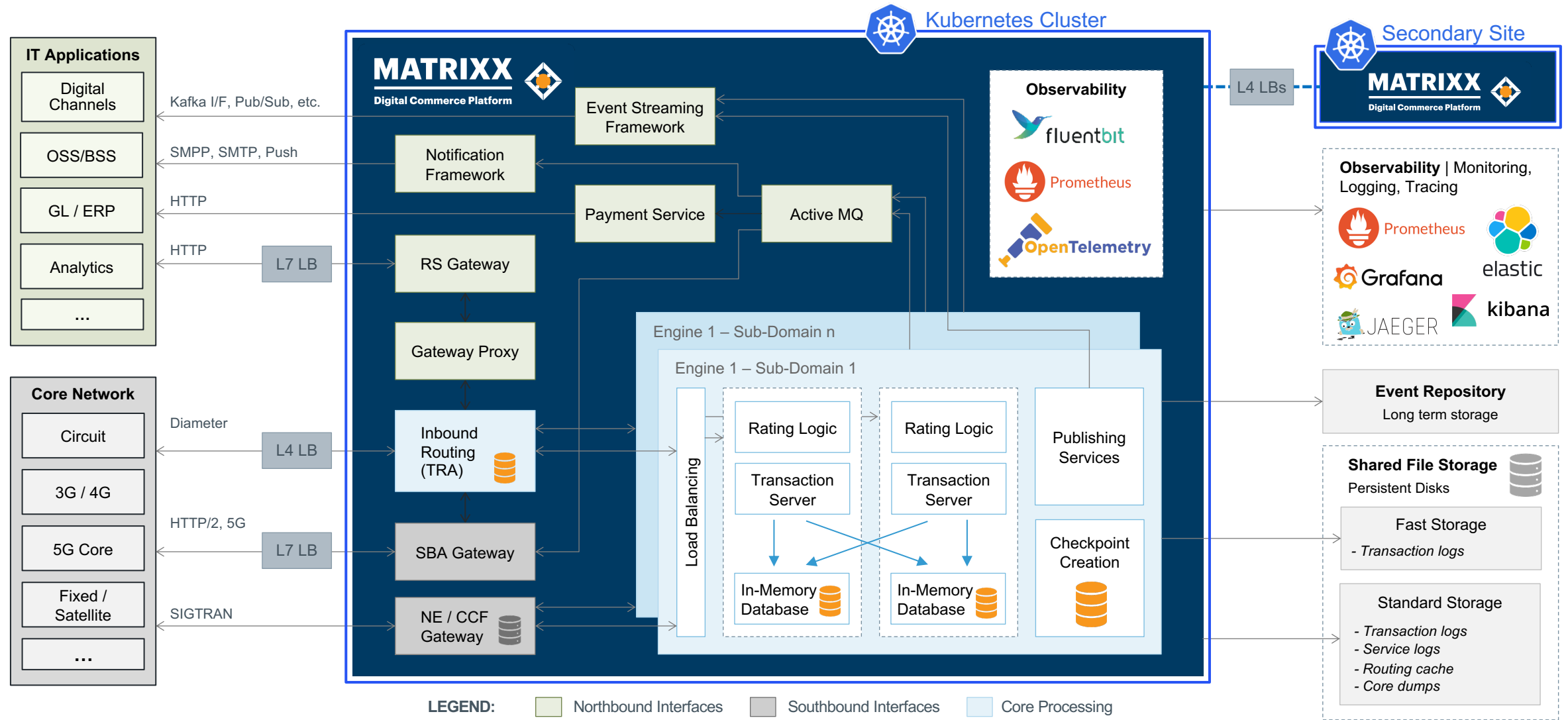
Application +  
Database

Commercial Agility ⚡

Customer Agility ⭐⭐⭐

Operational Agility 🐷

# MATRIXX DCP Cloud Native Architecture



# MATRIXX Powers Web Scale Results

95% retention rate



50% reduction in call center volume



2x acquisition rate in 3 months



30% reduction in costs



1<sup>st</sup> Cloud-based 5G network



“MATRIXX will help unlock the intrinsic value of our 5G network ... with a proven ability to deliver a modern CCS for 5G that will give us the commercial and operational agility to constantly iterate our offerings and grow our wireless business.” – *Atilla Tinic, CIO, DISH*

+77 NPS



34% uptake of higher plans



Decommission legacy biller



Global IoT offering



90% reduction in time-to-market



# Partnering With Global Innovators



# MATRIXX Achievements 2022

## New Customers and Expansions



## MATRIXX in the News

Outcome Based Pricing: A Commercial Approach to B2B Service Delivery

MATRIXX Software joins TM Forum's Open Digital Architecture

Telco: A Value Machine for Modern Times



## Webinars

5G Innovation & Monetization  
CEO Glo Gordon and Swisscom Ventures' Stefan Kuentz



Harnessing the Future of 5G Monetization  
CTO Marc Price



## Awards

2022 TM Forum Catalyst Team Award for Best Ecosystem Design  
Catalyst: Supercharged Edge-Aware Marketplaces Phase II



2022 Gold Stevie International Business  
CEO Glo Gordon wins Executive of the Year in Telecommunications





# Thank you