



# Omnia360™ Product Bulletin

## PLATFORM

- Centralized Customer Management
- Dynamic Product Catalog
- Powerful Business Analytics
- Market-Leading CRM

## MODULES

- Account Management
- Billing
- Product Catalog
- Case Management
- Order Capture & Management
- Financials
- Service Activation
- Dashboards
- Facilities Management
- Sales & Marketing
- Capital Credits



- **Improve Monetization Opportunities** with a unified customer view and increased pipeline visibility
- **Simplify Business Systems** with a complete, pre-integrated back office solution
- **Elevate Customer Experience** with consistent customer interactions

## A dynamic, pre-integrated billing and CRM solution that brings together your entire business ecosystem.

Omnia360 transcends traditional billing platforms with a complete 'out-of-the-box,' pre-integrated customer relationship management and billing solution. Available as a fully-hosted cloud-based solution or onsite license subscription, our next-generation solution empowers communications service providers (CSPs) with a client-centric model for service differentiation and rapid deployment of new services, especially within the Enterprise space.

Leveraging Microsoft Dynamics® CRM, Omnia360 best-of-breed software platform delivers a comprehensive, turn-key back office solution for CSPs to monetize new untapped revenue opportunities.

### Centralized Customer Management

Omnia360 provides a holistic view of your customers. Within a single screen, service providers can view all billing, accounts receivable, orders, and service details. Our solution helps drive operational efficiencies by empowering you to enforce business-specific rules, create custom fields, and even integrate third-party applications with simple point-and-click customization.

### Dynamic Product Catalog

Omnia360 delivers a dynamic, centralized product catalog enabling the selling and fulfillment of next-generation products and services, such as cloud services, productivity solutions, unified communications, and Voice over IP products — all while enabling traditional voice, video, and data products. This unlimited product hierarchy capability helps optimize sales accuracy while reducing the time it takes to complete the entire concept-to-cash cycle.

### Powerful Business Analytics

It is critical for management to be able to monitor business performance. Omnia360 maintains a single scorecard that covers sales, marketing, and customer service. This up-to-the-minute information provides inline charts with drill-down intelligence to visually navigate data, identify trends, and uncover new insights.

### Market-Leading CRM

Combine the familiar Microsoft® Office fluent user interface with powerful CRM software to maximize marketing effectiveness, win more sales, and enrich customer service interactions. Leveraging the power of Microsoft Dynamics® CRM, marketing and sales professionals are equipped with flexible segmentation tools, simplified campaign management capabilities, lead-to-cash visibility, real-time sales forecasts, and much, much more. Customer service specialists are empowered with tools that simplify case management, streamline escalations, improve knowledge sharing, and enable more effective account management, all while helping to contain service costs.

**WITH CHR, THE POSSIBILITIES ARE ENDLESS!**

## Key Attributes of Omnia360

### Improve Monetization Opportunities

Omnia360 delivers easy-to-use, out-of-the-box customer care tools. Its unified customer view enables you to move customers quickly and intuitively between sales channels and promotions. With intuitive sales automation capabilities, Omnia360 helps shorten sales cycles and streamline sales activities with its lead-to-cash capabilities. Management gains increased pipeline visibility through real-time dashboards for monitoring sales opportunities and tracking sales trends.

### Simplify Business Systems

Omnia360 provides a complete, pre-integrated back office system that combines Microsoft's market-leading CRM product with CHR's next generation billing system — addressing the needs for complex product offerings, streamlined ordering and provisioning, automated service activation, and powerful billing and rating. Omnia360 provides CSPs with a single solution that enables increased back office efficiencies and improved customer interaction.

### Elevate Customer Experience

Omnia360 enables agility, versatility, and exclusive account monetization capabilities that result in new revenue generation and improved retention with an elevated customer experience. With its multi-channel interaction points, this solution helps drive a consistent and intentional customer experience. Omnia360 empowers CSPs with a client-centric model for service differentiation and rapid deployment of new services — ensuring longevity and service innovation for today and the future.

