

Digital transformation, which is the key for higher agility, efficiency, cost reduction and improved customer experience, is inevitable for CSPs to survive in the new digital economy. However, large-scale digital transformation projects are expensive and risky and may take years to complete. Meanwhile, agile competitors are eroding your market share. Speed to digitalization is imperative.

### Why Etiya's Digital Business Platforms??

Etiya Digital Business Platforms, unlike legacy BSS, will create real value for your business. They do not only provide technical capability, but offer an infrastructure to create an all-digital customer experience, with the personalization and flexibility demanded by Connected Customers. All this in a matter of months, while ensuring business continuity and, at the same time, reducing traditional BSS costs.

### Advanced technology to enable better customer focus

Etiya's AI expertise and platform capabilities are used to differentiate the BSS platform via better customer insights, more personalized customer experiences and increased process automation. Knowing your customers' behaviour and needs allows personalized customer interactions and service targeting, and supports smart decision making during the customer journey, that will ultimately drive both customer and employee efficiency and satisfaction.

Etiya uses innovative AI technologies, including natural language processing (NLP) techniques and predictive analytics in its platform to help companies transform their businesses and reduce costs.

### Modular, flexible, cost effective and scalable digital solutions

Etiya Digital Business Platforms are 5G ready, agile, end-to-end, and fully virtualized digital platforms. They are cloud-native, full-stack platforms that are pre-integrated into partner solutions and include all Etiya's product portfolio: Customer Relationship Management (CRM), Customer Service Management (CSM), Configure, Price, Quote (CPQ), Product Catalog, Order Management, OmniChannel Management, Billing and Charging and API gateways. They support both B2C and B2B customer segment operations.

Since the platforms use a modular, API-driven architecture, they are flexible. CSPs can select to launch a full-stack new BSS platform, to replace their legacy platform, or modernize it step-by-step, by choosing which platform components they want first and add new solutions, as needed, later.

Its cloud-compatible implementation significantly reduces up-front CapEx, and all this enables fast implementation and a cost-effective digital transformation. And easy scalability also means, that the costs grow as the business grows.

Etiya real-time, automated digital platforms use microservices to speed time-to-market for new products and enable easy experimentation with new business models and service concepts.

### How does it work?

Etiya Digital Business Platforms contain three main layers: Experience, Engagement, and Enablement. Data analytics, AI, and business intelligence functions are used to add intelligence to these layers and enable personalization, process automation, and efficiency.

## Etiya Digital Business Platform Solutions

Digital Experience	Online self-care, E-commerce, Mobile App, Content Management	Open APIs	Data Analytics, AI, Business Intelligence
Digital Engagement	CRM, CPQ, Offer Management, Rewards & Loyalty, Community Management, CSM, Recommendation Engine, Order Management		
Digital Enablement	Product Catalog Management, Charging & Rating Management, Billing Management, Partner Management, Policy Management		

### Digital Experience:

This customer experience layer enables consistent omnichannel, real-time interaction with customers to provide AI-driven self-care, customer experience, and content management.

### Digital Engagement:

This layer uses AI to provide personalized customer engagement with relevant, real-time offers and contextual marketing that increase marketing efficiency and customer loyalty. The layer also provides service activation, next-best-offer management, real-time campaign management, and real-time notifications.

### Digital Enablement:

This real-time engine contains digital BSS functions such as real-time charging, policy management, billing, digital mediation, and partner management. New solutions can be developed quickly with a library of microservices.

## 5G READY

In the new 5G era, where operators' roles are evolving, a next-generation digital BSS is necessary to realize 5G opportunities. Etiya Digital Business Platform's layers are compatible with 5G networks seamlessly. It uses open APIs and is ready to be integrated to a 5G platform, so that companies can unlock new possibilities and provide 5G services both to B2C and also to B2B customers, and efficiently monetize on a wide range of emerging new business models.

## KEY BENEFITS

- Become 100% digital fast, with lower BSS operational costs
- Start generating revenue from digital services faster, with a shorter time-to-profit
- Quickly try new business models and service concepts or enter new markets, and accelerate monetization of new revenue streams
- Provide high value, personalized experiences through AI capabilities, to increase differentiation and loyalty
- Shape the customer's engagement journey in real-time with autonomous learning, algorithm-driven technologies, and sentiment analysis
- Generate in-context business insights, use customer data in a smarter way, for improved revenues and customer satisfaction
- Enable powerful automation and operational efficiencies on a massive scale
- Minimize costs and disruption to IT change processes
- Link to partner ecosystems for additional offers and revenues or operational improvement
- Ensure an unparalleled, unified customer experience across channels, to increase customer satisfaction and customer lifetime value