



# ETIYA

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Everyday

Exceed




Etiya provides **fast** and **cost-effective** Digital Transformation with its innovative product portfolio, that enhances customer experience and enables fast digital revenue generation.

Its **microservice-based** architecture, **DevOps** methodology, and **AI-driven portfolio** provide differentiation and a competitive advantage to its customers by bringing **agility** and **flexibility** into their business.

Etiya's business processes and business entities are certified to the **latest TM Forum standards, TM Forum Framework version 21.0**, and achieved the highest number of conformant **TM Forum Business Process Framework Level 3 Certifications** and **SID entities** of any vendor.

Etiya's innovative products enable companies to deliver a personalized, seamless omnichannel customer experience.

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- **End-to-end lifecycle management** for sales and ordering, customer management, and product management processes
  - Tools for product **developers to create, manage, sell and monetize** innovative digital **services from concept to retirement**
  - **360-degree customer view** to all sales channels and a consistent customer experience across devices and channels that is enriched with predictions and personalized recommendations driven by learning-based algorithms
  - **Innovative AI technologies, with natural language processing (NLP) and machine learning (ML) services including prediction, and recommendation**
  - **Cutting-edge technologies** to provide turnkey, end-to-end digital transformation
  - Innovative technology components that are brought together to meet a specific customer's needs, **autonomous learning, and sentiment analysis** to reshape the customer's engagement journey
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**PRODUCTS**

**Customer Relationship Management**

Customer Information Management

Lead Management

Campaign Management

Complaint Management

Loyalty Management

Consent Management


 Product Catalog Management


 Configure, Price, Quote


 Order Management


 Customer Service Management


 Omnichannel Digital Frontend


 Digital Interaction Management


 Artificial Intelligence Platform


 Chatbot


 Billing and Charging Management


**SOLUTIONS**

**Data and Analytics**
**DATA**

Data Management

Logical Data Warehouse

**ANALYTICS**

Analytics and BI

Data Science and Machine Learning

Social Media Analytics


**Digital Business Platform**

**Video Analytics Solutions**

**Network Commerce & Management Platform**

**Customer Engagement Solutions**

**SERVICES**

**Consultancy**

Digital Transformation

To-Be Architecture Blueprints

Technical Assessment

Business Process Reengineering

Artificial Intelligence


**ADM**
**SOFTWARE DEVELOPMENT**

Data Warehouse

Service Oriented Architecture

Enterprise Integration

Customized Applications

**TEST AUTOMATION**
**L1&L2 SUPPORT**



## ■ ■ ■ Digital Business Platforms

Etiya's Digital Business Platforms will generate real value for your business by offering an infrastructure for an all-digital customer experience, with the personalization and flexibility demanded by Connected Customers. Etiya's AI expertise provides better customer insights, more personalized experiences, and increased process automation thus drives customer satisfaction, and increases customer lifetime value. It is a 5G-ready platform, that opens up a whole line of new business opportunities and digital revenue streams. Cloud-based, agile, full-stack platform, pre-integrated into partner solutions, with microservices allowing fast time-to-market and experimentation with new business models.

## ■ ■ ■ Customer Relationship Management (CRM)

Etiya's CRM is a highly scalable, AI-based, customer-focused system, that enables companies to manage various aspects of their customer relationships, and exceed customer expectations, while also generate higher revenues. Using the power of the latest technology, AI and ML, it offers actionable customer insights and helps to provide services and solutions that fit your customers' needs and usage patterns the best. Highlighting opportunities for cross-sells and up-sells will increase customer lifetime value and enable business growth.



## Product Catalog Management

Etiya's Product Catalog is a single, centralized source for all product and service information, pricing, discounts, and eligibility rules. It ensures, that such data is always accurate, consistent, relevant, and easily accessible across all channels for all users, any time. It supports and manages the product lifecycle by managing services, marketing, commercial and technical catalogs. It provides flexible offer configuration, allows you to create bundles and enables quick time-to-market.



## Configure, Price, Quote (CPQ)

Etiya's CPQ enables companies to produce accurate and validated quotes, even complex ones, consistently across all channels, that best fit the customer. It relies on Product Catalog's centralized product data and eligibility rules, therefore it ensures accuracy of quotes, reduced-order fallout, and margin protection for the company. Speedy, smooth automated processes and best-fit offers boost sales efficiency and increase customer satisfaction.



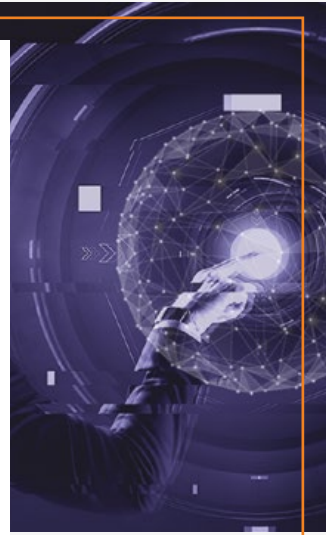


## Order Management

Etiya's Order Management covers the order flow in its entirety, by providing flexible, catalog-driven order capture and dynamic order management. Automatic validation processes ensure accuracy and reduced-order fallout, while also increasing efficiency and resulting in better revenue generation. End-to-end, real-time order visibility, order tracking functions and self-service order management capabilities provide transparency for the customers and generate higher customer satisfaction.

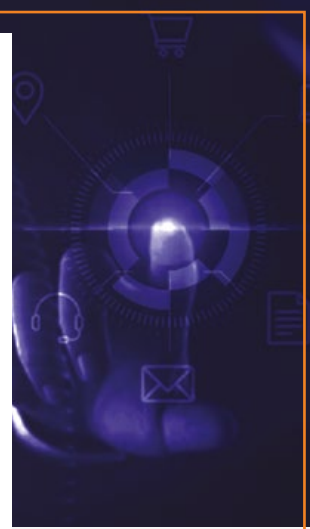
## Customer Service Management

Etiya's Customer Service Management offers a comprehensive solution for customer care, with ticket management, workflow and interaction management and knowledge management. Machine learning algorithms provide predictive and prescriptive customer service recommendations for tailored solutions. Etiya CSM uses sentimental, contextual, and customer behavioural analyses, that result in increased CSR efficiency and customer satisfaction. Effortless customer service experience – both assisted and self-service - and a higher rate of first-contact resolutions allow customers to feel that a truly knowledgeable and caring service provider is attending to their needs.



## ■ ■ ■ OmniChannel Digital Front-End

Etiya's OmniChannel Digital Front-End provides a seamless, consistent, and unified customer experience from any device or channel, allowing customers to buy and manage their products and services, access their accounts through any channel, with each channel being aware of what has been done via the others. Processes will always be seamless, and no data or information will be lost between channels. Extensive self-care functionalities will result in lower operational costs, faster case resolutions and improved customer experiences.



## ■ ■ ■ Billing and Charging Management

Etiya's Billing and Charging Management provides a platform for charging and billing next generation products across multiple markets. It provides the ability to bill and charge complex bundles of basic services, as well as various value-added and digital services. The product supports complex discounts, equipment charging, spending controls, and tracking sales commitments. It provides a real-time, convergent charging and billing experience based on industry-conformant product models, with carrier-grade performance and operational ease.





 **Chatbot**

Etiya's Chatbot is an autonomous, real-time messaging tool supported by AI, allowing seamless customer management, and can be easily implemented to all digital channels and applications within the organizations. Etiya Chatbot is designed to optimize the use of organizational and operational resources while increasing internal/external customer satisfaction. It enables a fully integrated experience by easily integrating to all systems with its unique AI support.

 **Digital Interaction Management**

Etiya's Digital Interaction Management enables customer service and support teams to engage with customers through their preferred digital communication channels with effective social listening and proactive channel management using artificial intelligence technologies through a single platform. For companies who want to ease and enrich their digital customer interactions, Etiya Digital Interaction Management provides a competitive and critical enrichment for seamless communication with customers under all circumstances. With the platform, social listening and media tracking through digital channels are made possible.



## ■ ■ ■ Campaign Management

Etiya's Campaign Management is created to help marketers design, execute, manage and measure marketing campaigns and customer-driven communication across all marketing channels. Etiya Campaign Management provides optimum and cost-effective campaign management by its ground-breaking features. It enables end-to-end implementation of personalized, high-return campaigns in all channels in a very short time via the powerful targeting capability of its artificial intelligence-supported optimization engine.



## ■ ■ ■ AI Platform

Etiya's AI Platform, Cognitus, is an advanced artificial intelligence platform that provides standardization, simple and centralized management, monitoring and improvement, easy ROI detection and measurement, fewer implementation failures, and scaling with its advanced capabilities along with advanced machine learning and natural language processing services.

Etiya uses the building block of future technology, artificial intelligence technologies, and enables automation between service and operation processes. It allows companies to be able to offer personalized services and propositions through emotional, contextual predictions and recommendation mechanisms.





## Customer Engagement Solutions

Etiya's need-based customer engagement solutions help companies identify improvement areas and gaps between multiple engagement channels, and also bridge those gaps. They provide companies with various capabilities like the discovery of needs, design and orchestration of essential customer journeys, synchronization of different departments, such as marketing, sales, and customer service, and personalized offer creation and contextual customer engagement across all interaction channels. By combining different capabilities of the Etiya portfolio with our own artificial intelligence (AI) and analytics services, we help companies overcome engagement pain points, improve their activities and interactions constantly and improve their customer engagement KPIs.

## Data & Analytics

Etiya's Data and Analytics Solutions, either independently or together, carries out data modeling, data capturing, cleaning, enriching, processing, reporting, and advanced analytics algorithms with the available data. All open-source resources or commercial products used at all stages of data and analytics, continue to work uninterrupted on the cloud infrastructure.

Etiya provides data management, logical data warehouse, analytics & BI, data science & machine learning and social media analytics services within the scope of data and analytics.



## Network Commerce and Management Platform

Etiya's Network Commerce and Management Platform (NetCoM) is a cloud-based network commerce and management solution that unlocks network services to enterprises to enhance and manage their business.

The platform provides perfect monetization for service providers with the;

- Capability to support new and complex business models (B2X, B2B2X) and revenues with partner management
- Ability to deliver quickly and monetize tailored services agilely with standard APIs
- Central management of provided network services, slices, and equipment
- Faster time to market by external catalog onboarding
- AI-based customer & network intelligence for monetization excellence

And effective management for enterprises with the;

- Ability to enrich the business with new business models & sources of revenue
- Opportunity to increase operational productivity and OPEX savings
- Central management of the provided services & IoT devices
- Time-to-market advantage and business-oriented new service offers
- Improved security and reliability





## Video Analytics

Etiya's Video Analytics Solutions allows for monitoring and analyzing customer movements and customer insights for marketing activities, through image processing technology enriched by smart mechanisms.

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Counting the individuals in a certain area, age and gender determination, finding similarities, prediction and product monitoring and inventory check are some of the things that can be done with Video Analytics Solutions



If you would like to learn more about any of our products or solutions, please get in contact with us through [contact@etiya.com](mailto:contact@etiya.com), we are here to help you and answer your questions.

[www.etiya.com](http://www.etiya.com)

**READY TO EXCEED YOUR  
EXPECTATIONS**

**EVERY DAY**