

Companies are under pressure to develop and launch new digital business models. This is the only way to gain market share from connected customers and the “digital native” market segments and an important way to survive in the new digital economy and stand out from the competition.

By enabling digital services, through multiple digital channels, digital transformation provides a great opportunity for companies to grow.

But large-scale transformation projects are expensive and may take years to complete. Meanwhile, agile competitors are eroding your market share. Speed is of the essence.

Become digital-ready in months with Etiya

Etiya’s transformation approach “Connected Customer First,” puts the highest priority on the digital customer’s experience throughout the journey to transform into digital companies.

It is not only a strategic approach, but also a very practical one that enables rapid transformation and immediate revenue growth.

Etiya provides proven, award-winning Digital Business Platforms that make all-digital customer experience a reality. Companies can either prioritize the Connected Customer in their normal transformation process or set up digital sub-brands from scratch to become digital-ready in a very short time.

Get digital-ready and reduce traditional BSS costs

Etiya Digital Business Platforms are agile, end-to-end, full-stack, fully virtualized digital platforms that are driven by Artificial Intelligence (AI). Etiya’s 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. Unlike traditional BSS they create value for your business by supporting personalization and communities of interest that engender loyalty and customer experience differentiation.

Etiya Digital Business Platforms contain three main layers: Experience, Engagement, and Enablement. Predictive analytics and AI capabilities support these layers.

Since the platforms use a modular, API-driven architecture, companies can select which platform components they want and add new solutions as needed. This enables a faster, cost-effective digital transformation.

ETIYA PORTFOLIO

Etiya develops and utilizes cutting-edge technologies to provide turn-key, end-to-end digital transformation worldwide.

Being AI-driven, having a microservice-based architecture and using DevOps methodology are the key features of Etiya’s overall portfolio. These features provide a competitive advantage to its customers by bringing agility and flexibility into their business.

Etiya’s innovative products enable companies to deliver personalized, omnichannel, seamless customer experience. The product portfolio includes these comprehensive, catalog-driven and AI-driven products:

- Customer Relationship Management (CRM)
- Product Catalog Management
- Configure, Price, Quote (CPQ)
- Order Management
- Customer Service Management
- Omni-Channel Digital Frontend
- Campaign Management
- Digital Interaction Management
- Chatbot
- Billing & Charging Management
- Artificial Intelligence Platform

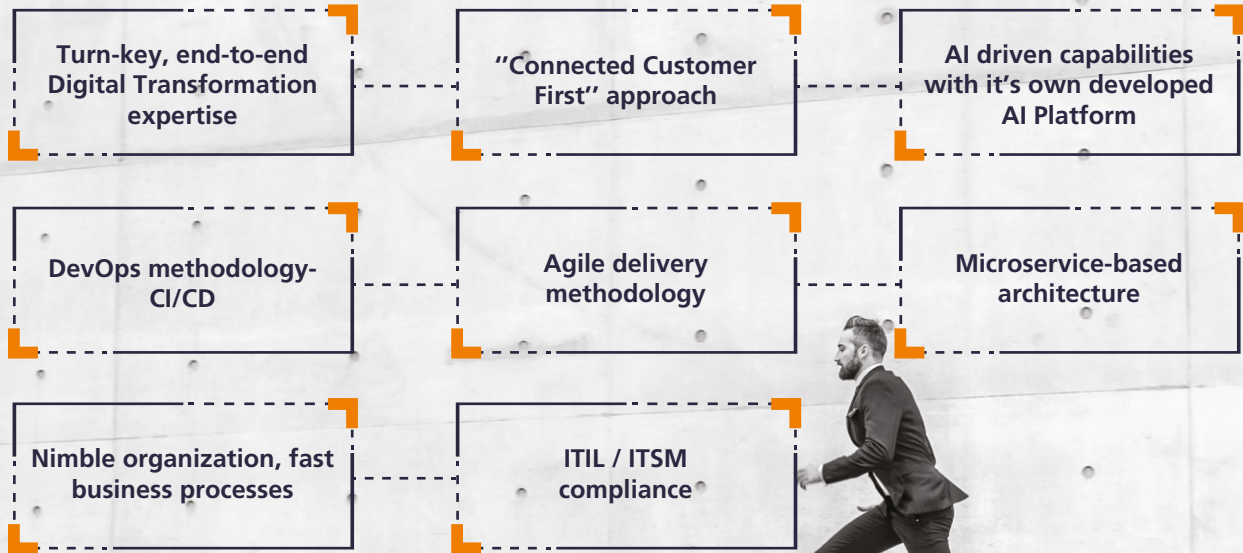
Etiya’s solution portfolio includes innovative technology components that are brought together to meet a specific customer’s needs. These include:

- **Data and Analytics**
 - Data
 - Data Management
 - Logical Data Warehouse
 - Analytics
 - Analytics and BI
 - Data Science and Machine Learning
 - Social Media Analytics
- **Video Analytics - Image Processing Technologies**
- **5G Intelligent Slicing Platform**
- **Customer Engagement Solutions**

Etiya solutions use autonomous learning, algorithm-driven technologies, and sentiment analysis to reshape the customer’s engagement journey.

Etiya’s business processes and business entities are certified to the latest TM Forum standards, TM Forum Framework version 17,5, and achieved the highest number of conformant TM Forum Business Process Framework Level 3 Certifications of any vendor.

Why Choose Etiya?



Company Highlights

Etiya is a leading software company providing customer experience-focused AI-driven Digital Transformation with its own award-winning product portfolio.

Founded in 2004, it has more than 1200 highly qualified employees and offices in Montreal, Dubai, Singapore, San Francisco, Lviv, Amsterdam, İstanbul, Ankara, and İzmir.

In 2019, Etiya won the TM Forum Disruptive Innovation Award for its Fizz project and the Outstanding Catalyst Innovation Award for the Digital Twins proof of concept project.

Etiya exists to move agilely beyond existing standards in its relationships with the customers, in innovation, and in its ambition to expand and grow.