Optiva

DIGITAL MVNx REIMAGINED

FAST TRACK YOUR MVNx WITH PROVEN AND MODULAR BSS

Today, digital customers are searching for service providers who know them and are able to provide them a personalized service with an exceptional digital experience - tailored for their needs and lifestyle.

The mobile virtual network operator (MVNO) play is becoming increasingly appealing across the globe - as it offers opportunities to capture wallet share by addressing the needs of specific customer segments. These include innovative offers for students, homemakers, youth, millennials, health providers, loyalty, and more.

However, in absence of the right capabilities and backed up by established and flexible business support systems and services, launching and operating successful MVNOs is quite an obstacle.

MVNO/E challenges include:

- Establishing MVNO business support systems and operations
- Introducing the winning offer to capture market share and experimentation with new services and innovation
- Providing exceptional digital customer experience
- Maintaining customer loyalty and stickiness
- Scaling MVNx operations as subscriber base grows

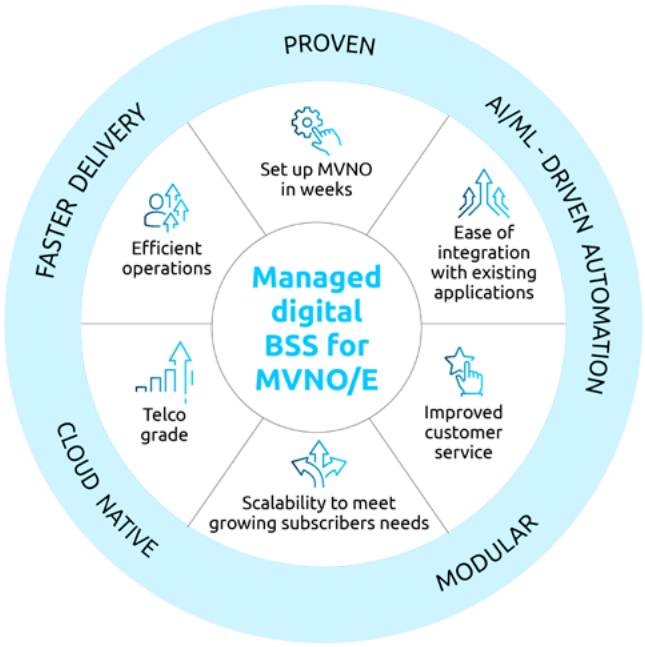
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FAST TRACK YOUR MVNx
WITH OPTIVA

INTRODUCING OPTIVA'S NEXT-GENERATION MANAGED DIGITAL BSS

With 20 years of experience serving tens of CSPs, MVNO/Es, and digital brands, Optiva's cloud-native, modular BSS solution can help you build and sustain a successful MVNO/E operation. We can help you deliver rich customer experiences by enabling you to create differentiated and compelling digital propositions, meeting customer needs in real time. With Optiva's feature-rich, telco-grade, and rapidly deployable business support system having automation capabilities, you can convert your digital MVNx ambitions into reality.



ADVANTAGES TO MVNO/Es

90 days to launch new MVNO with cloud-based, centrally managed product having predefined features and test automation

3 hours to rollout new propositions, leveraging 120 OOTB templates and guided configuration flows

100% digital customer experience with complete self-serve onboarding and care

>10% upsell by providing personalized offerings and real-time engagements

>46% TCO & operations cost savings by leveraging cloud benefits, e.g., CI/CD, cloud automation

LAUNCH. GROW. MONETIZE.

Whether you are looking to launch a greenfield MVNO, optimise and accelerate the growth of your existing MVNO business, or provide MVNE services, Optiva, with its unmatched expertise and experience, can guide and enable you in your initiatives. With Optiva's proven, modular, and quickly deployable cloud-native digital BSS, you can launch an exceptional and competitive digital offering and capture new customer segments.

Our telco-grade solution can swiftly enable and orchestrate the entire customer journey from digital customer onboarding to self service to managing back-end operations such as service provisioning, order management, support, billing, and more tasks.

Optiva's centrally managed solution delivered as SaaS, available on private or public cloud, includes advanced embedded automation capabilities ensuring quick initial rollout, fast and efficient operations, high system availability, decreased customer complaints and support tickets, and improved customer service and faster resolution of issues, leading to enhanced customer satisfaction and experience. With out-of-the-box (OOTB) predefined templates and guided configuration flows, MVNOs can launch new offers in just a few hours, addressing customer needs.

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CASE STUDY
MVNO IN LATAM

MVNO IN LATAM ACHIEVED BUSINESS GROWTH WITH OPTIVA

By deploying Optiva's automated operations capabilities on top of its SaaS-based BSS, the operator benefited from increased operational efficiency, high system availability, fewer support tickets, and faster resolution of customer complaints. It has been able to target and grow new market segments by enhancing and personalizing its loyalty offering. Further, it has also benefited from cloud methodologies such as self-healing, self-learning, AI, and ML tools and capabilities. Automated testing reduces errors for rollouts, leading to faster time to market and value of new offerings. Improved customer service led to increased customer satisfaction and experience, reduced churn, and increased ARPU.

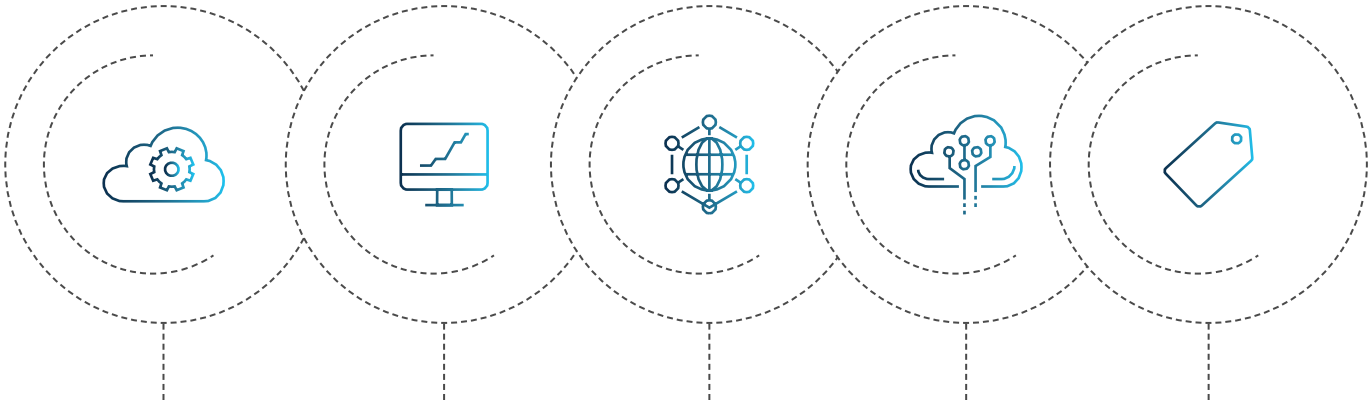
KEY FEATURES: OPTIVA'S DIGITAL BSS FOR MVNx

- **Proven experience**
  With 20+ years of experience of supporting tens of MVNOs, MVNEs, and digital brands, providing BSS services to millions of end users.
- **Modular offering**
  Multi-tenant, future-proof, feature-rich modular offering including flexible real-time charging and triggering, customer management, billing and invoicing, payment, and unified policy control.
- **Automation enabled**
  Embedded automation to support customer service operations, software management, and test automation.
- **Rich monetization capabilities**
  More than 120+ market-proven and ready-to-use, OOTB product templates to configure and launch new innovative and competitive offers in minutes.
- **Fast-track deployment approach**
  90 days to launch, including installation, integration, and test with a revolutionary preconfigured cloud-native BSS package.
- **Drive business growth**
  With built-in loyalty and acquisition plans and real-time triggering allows greater than 10% upsell and cross-sell opportunities.
- **Extendable ecosystem**
  Open architecture enables easy integration of existing business applications, e.g., CRM, ERP, etc., and third-party solutions to be part of MVNx service portfolio. Standardized “plug and play” APIs enable development of a true revenue-generating partner ecosystem.
- **Cloud-native solution**
  Realize more than 46% of TCO & operations cost savings by leveraging cloud benefits, e.g., CI/CD, automation, etc.

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ENABLING TENS OF MVNOs & MVNEs

WHY OPTIVA



End-to-end functionality with subscription/ SaaS offering

Flexible to innovate with rapid TTM

20 years of global experience with proven, telco-grade products

Open-to-cloud ecosystem and future ready while meeting today's demands

Focused on driving TCO, cost savings and automation

INDUSTRY RECOGNITIONS FOR OUR CLOUD-NATIVE SOLUTIONS

tmforum EXCELLENCE AWARDS 2020

Finalist in TM Forum's 2020 Excellence Awards, **Cloud-Native IT and Agility.**

July 2020

Leading Lights AWARDS 2020

Shortlisted for Light Reading's Leading Lights, **Most Innovative Telco Cloud Product Strategy.**

June 2020

GlobalData.

Optiva named a **MARKET DISRUPTOR** with a clear vision on public cloud.

November 2019

GLOTEL AWARDS 2019

Shortlisted for Global Telecoms Awards, Innovating in the Cloud.

September 2019

ABOUT OPTIVA

Optiva Inc. is a leading provider of mission-critical, cloud-native revenue management software for the telecommunications industry. Our products are delivered globally on the private and public cloud. Optiva solutions help service providers maximize digital, 5G, IoT, and emerging market opportunities to achieve business success. Established in 1999, Optiva Inc. is on the Toronto Stock Exchange (TSX:OPT).

For more information, visit our website at www.optiva.com.