Commerce Platform

UNIFIED COMMERCE FOR A TRUE OMNI-CHANNEL EXPERIENCE

Futurize commerce

NTS Retail is a premium commerce and customer engagement solution, designed to meet the specific needs of telecom operators. Built to provide absolute control over all retail operations, omni-channel goods fulfillment and customer interactions across physical and online sales channels. Our modular software solution offers sophisticated retail management and customer engagement applications, which build on an open API commerce platform.

Designed in close cooperation with leading CSPs, NTS Retail perfectly supports telecom operators in implementing high-impact retail transformation initiatives:

- Transforming telco stores to hold their own in an omni-channel world

- Reshaping the digital store environment to provide a better service experience

- Empowering sales associates to drive sales by providing tools for guided selling

- Gaining insights into the customers' needs and using these analytics to drive customer engagement

- Reducing costs per sale through process streamlining

- Optimizing omni-channel goods fulfillment

RETAIL MANAGEMENT

CUSTOMER ENGAGEMENT

ENTERPRISE STOCK MANAGEMENT
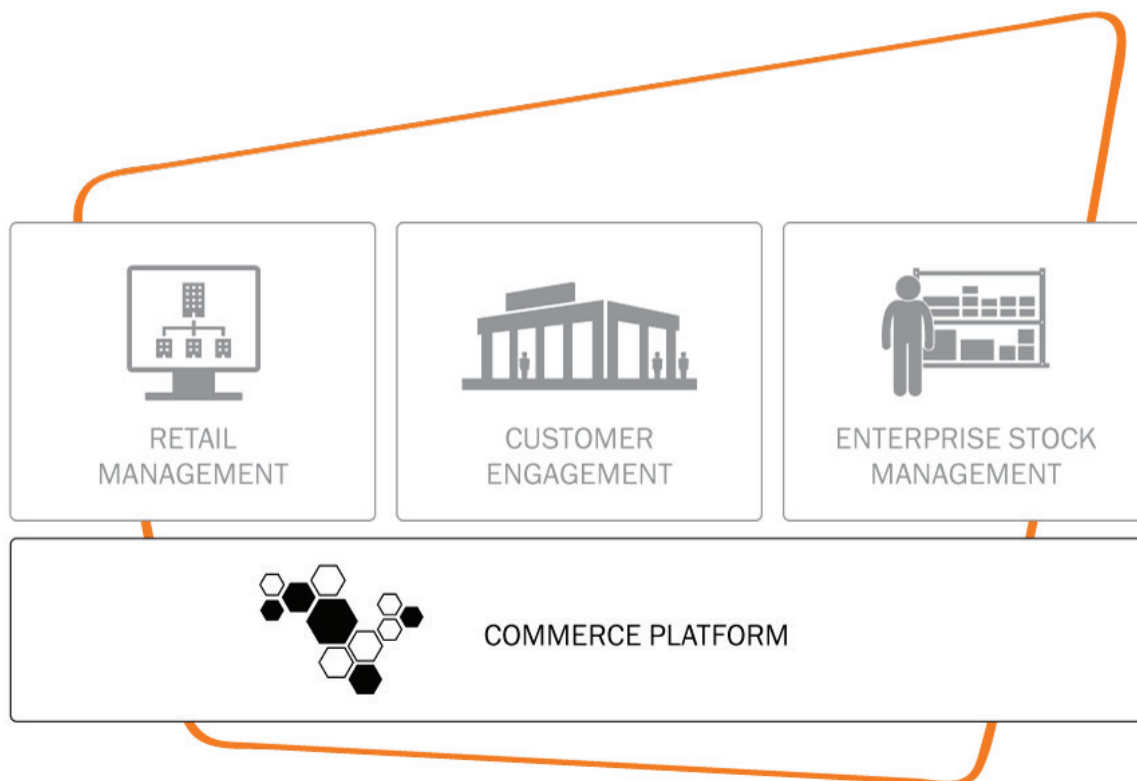
COMMERCE PLATFORM

Commerce Platform

> *THE MODULAR COMMERCE PLATFORM FOR TELECOMS*

> *PLATFORM SERVICES DELIVER CORE RETAIL COMPONENTS*

> *BUILT TO CONNECT WITH BSS & OSS INTERFACES*

> *DESIGN PRINCIPLES FOR AN AGILE BUSINESS ENVIRONMENT*

The modular commerce platform
FOR TELECOMS

As digitization keeps progressing, new customer behaviors and demands are emerging. CSPs are facing challenges to their established business practices with new opportunities arising from bringing together digital and analog sales environments.

Our commerce platform has been designed to help unlock the potential of both modes of interaction — digital and traditional communication — and leverage them on every channel. Thanks to a rich pool of unified services, business functionalities can be made available consistently across any system or device. Seamlessly connect any customer touchpoint to your commerce back end. Empower sales associates by providing them with accurate information on products, promotions and customers. Create a unique customer experience by putting the focus on your customer.

| RETAIL MANAGEMENT | CUSTOMER ENGAGEMENT | ENTERPRISE STOCK MANAGEMENT |

COMMERCE PLATFORM

Product Catalog	Appointment & Queuing	Order Handling	Payment Processing	Receipt Handling	Stock Management	OSS/BSS Connectors
Pricing & Promotions	Customer Accounts	Cart Handling	POS Hardware Handling	Serial Number Handling	Reporting & Analytics	
Location Handling	Bill Payment	eVoucher/ TopUp	Cash Management	Stock Order Handling		

Your benefits at a glance

- Deliver an omni-channel customer experience by interlinking all customer touchpoints

- Short time-to-market for the implementation of new features and services

- Reduced deployment efforts for continuous releases, pilots and functionalities

- Be open and flexible to quickly react to upcoming business demands

- Reduced TCO thanks to lightweight front-end solutions

- Enable holistic analytics for precise business decisions by connecting data sources from all channels

- Simplify system maintenance by avoiding redundancies and dependencies from other applications, hardware devices & databases

- Centralize functionalities keeping local data on a transactional level

Platform services
CORE RETAIL BUSINESS COMPONENTS

Commerce in the telco sector is characterized by many distinctive requirements and thus clearly stands out in comparison to other industries. Thanks to its modular design, our solution's functionalities can be shared with external business applications. At the same time, our platform connects to established services in order to benefit from existing sets of data.

Our commerce platform offers a wide range of business services that characterize a state-of-the-art telco retail solution:

Products & Promotions

Organize your entire product catalog including categories, attributes, media content and much more. Manage pricing information and discount rules on a global, regional or local basis.

Shop Management

Configure location data for your stores, eShop sites and warehouses. Handle typical cash day and cash management tasks such as cashing-up, withdrawals, deposits and day-end procedures.
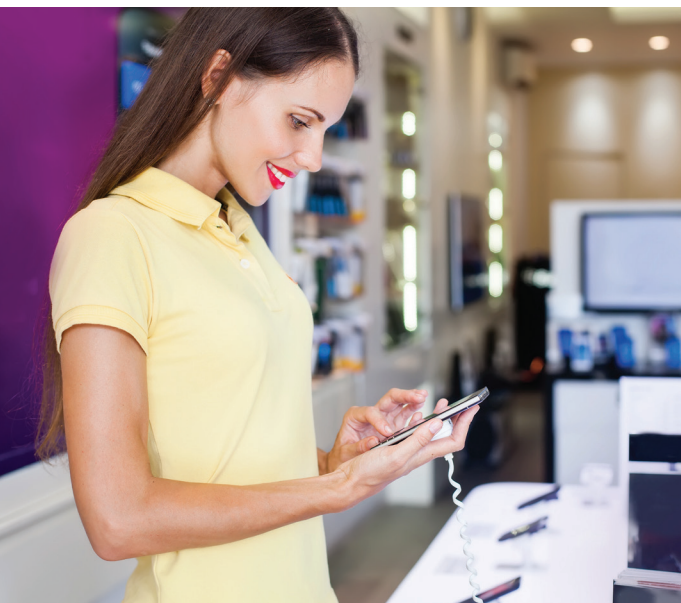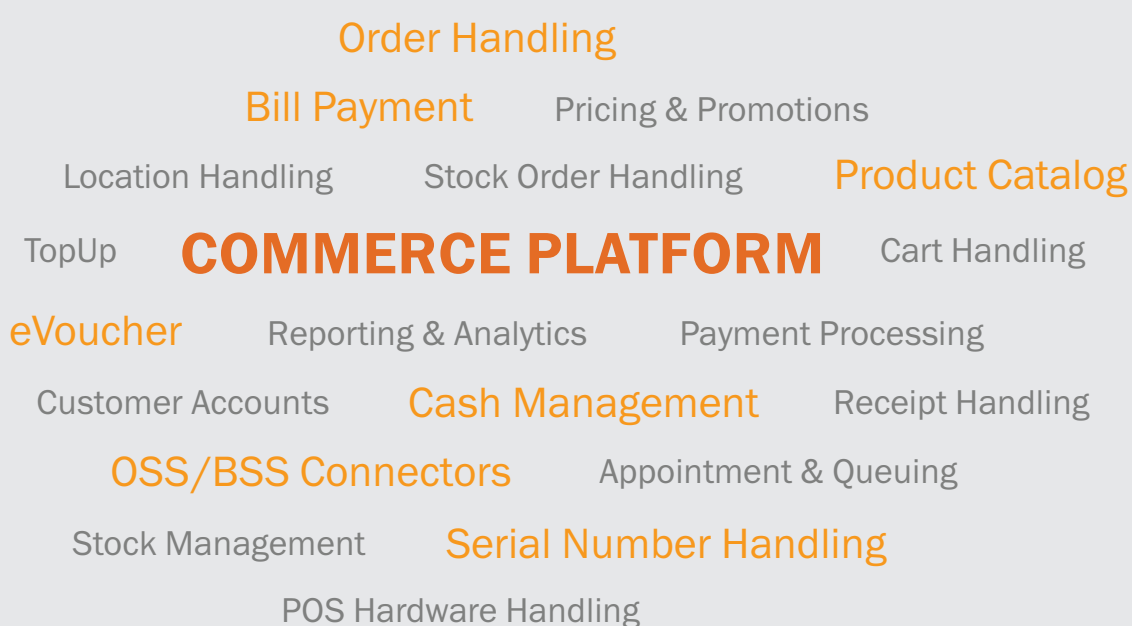
Payment & Checkout

Simplified handling of sales transactions, customer bills, deposits, top-ups and shopping carts using different means of payment. Manage POS hardware access, print-outs and receipts.

Order & Customer Management

Manage customer data, orders and processes such as inquiries, appointments and queuing. Share wish lists and shopping carts across various channels.

Stock Handling

Monitor all goods postings, stock orders and stock information across all warehouses and retail outlets. Manage registration and validation of serial numbers.

Order Handling

Bill Payment   Pricing & Promotions

Location Handling   Stock Order Handling   Product Catalog

TopUp   **COMMERCE PLATFORM**   Cart Handling

eVoucher   Reporting & Analytics   Payment Processing

Customer Accounts   Cash Management   Receipt Handling

OSS/BSS Connectors   Appointment & Queuing

Stock Management   Serial Number Handling

POS Hardware Handling

Overall platform components

*INTERFACE CONNECTIVITY, ANALYTICS & REPORTING*

OSS/BSS Connectors

Customer engagement in the telco industry involves complex operational processes across a variety of different systems. Thanks to a deep integration with existing OSS/BSS landscapes through standard connectors, NTS Retail functions as a single point of service — an absolute enabler for a new level of customer centricity and accelerated order-to-cash processes.

Our solution is built to connect seamlessly with external services. This way, master data and transaction data can be imported or exported and shared between systems. NTS Retail seamlessly integrates with existing IT back ends and allows for a quick and simple implementation of workflows.
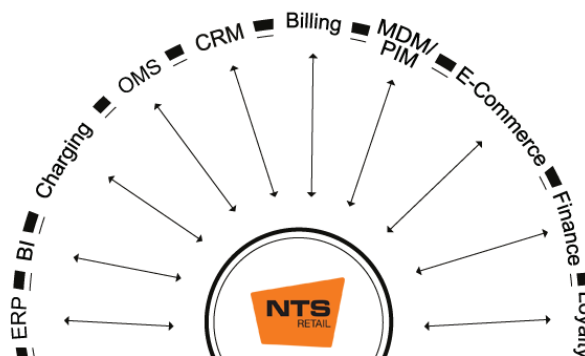
Short facts

- Reduce integration efforts thanks to standard OSS/BSS connectors

- Increase staff productivity by simplifying processes such as order entry, bill payment, deposits, bonus programs, etc.

- Improve service experience with consistent data and processes across any system and device

- Drive sales through cross-channel sales, consultative selling and new customer service offers

- Create customer centricity through integration with in-store CRM or online/external CRM systems
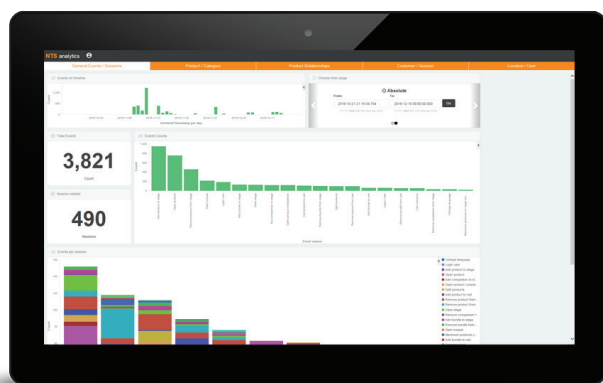
Reporting & Analytics

With its range of analytics and reporting tools, our commerce platform provides access to sales statistics, customer behavior data and many other valuable sets of data. These services connect to NTS analytics applications as well as external systems (e.g. dashboards).

Use these analytics to gain valuable insights into your customers' behavior and deduce smart business decisions.

Design principles

A NEW BUSINESS AGILITY

NTS Retail meets all key design principles for a state-of-the-art commerce technology, providing full support during the entire transformation roadmap on the path to a new flexible, agile business structure. This allows you to quickly adapt your commerce solution to changing market demands and reduce time-to-market for the implementation of new services and processes.

OPEN PLATFORM

Provide unified business functionalities through open APIs, making them accessible via all channels and third-party solutions.

TELCO STANDARD

Utilize the latest out-of-the-box functionalities derived from our longstanding telco experience and consideration of telco standards.

CLOUD

Profit from a solution which can be deployed in the cloud, on-premise or in a hybrid environment.

AGILITY

Ensure time-to-market advantages through modular design and easy, cost-effective customization possibilities.

MULTITENANCY

Save infrastructure and operation expenses by running multiple tenants (e.g. different OPCOs, brands, resellers) on the same platform.

UNIFIED CUSTOMER FRONT ENDS

Improve your brand experience and strengthen your corporate identity across all customer touchpoints.

MOBILE FIRST

Make use of solutions optimized for mobile devices.

NTS Retail

KEY FACTS

NTS Retail creates agile commerce software for telecom operators.
We help our clients reinvent their retail environment in order to:

- enable true customer-centricity

- boost sales performance

- minimize operational costs

Leading telco brands worldwide rely on NTS Retail to optimize customer engagement, retail management and stock management. They value our expertise, which was refined over more than 20 years with a track record of 350+ successful retail transformation projects.