




virtusa

Virtusa iComms - the intelligent communications marketplace

**Enabling CSPs and partners to collaborate and
co-innovate future-ready solutions**

The communications industry has reset the pace on how other organizations need to think and act. The market is buzzing with innovations driven by customer appetite, intelligent networks, and competition from digital and OTT providers. With the iComms marketplace, Virtusa helps Communication Service Providers (CSPs) race ahead with an eye on the future, while reimagining the present.

An aerial photograph of a city at dusk. In the foreground on the left, a tall telecommunications tower is visible, equipped with numerous large, white, circular satellite dishes and smaller antennas. The city below is densely packed with buildings, many of which are illuminated with warm lights, creating a glowing effect against the darkening sky. The sky is filled with soft, wispy clouds, and the horizon shows a faint glow from the setting or rising sun. The overall scene conveys a sense of urban connectivity and technological infrastructure.

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Overview

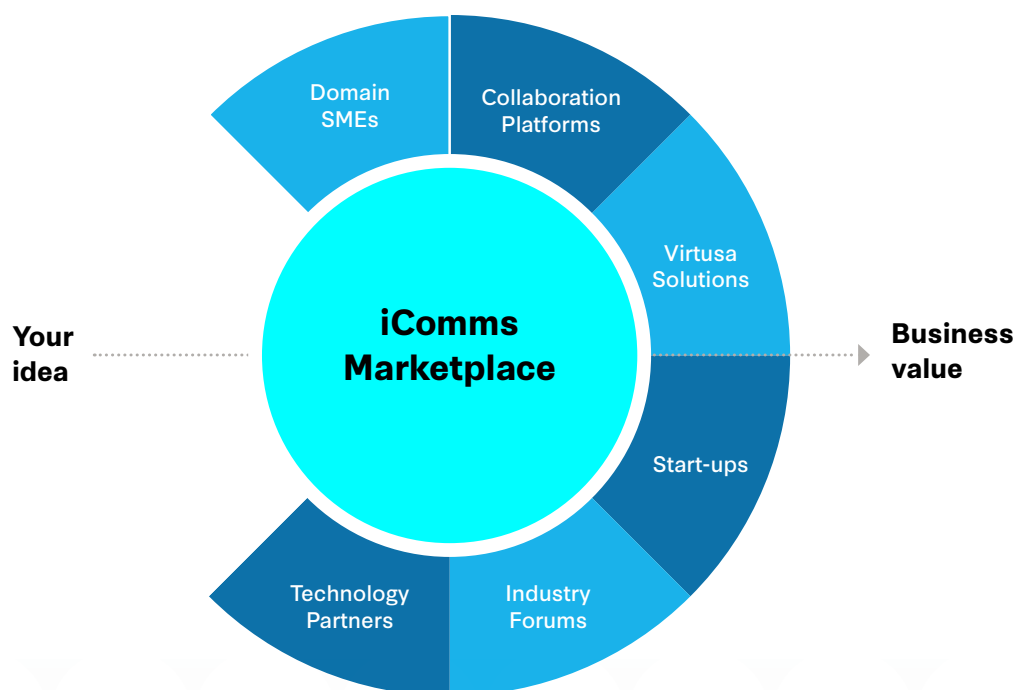
Most telcos are constantly playing catch-up with their peers in the adoption of innovative technologies. The rapid speed of innovation in the network space (5G, fiber, cable, DOCSIS) contrasts with the slow pace of service innovation. Limited skillsets and legacy technology have made progress more arduous.

With billions of investments, telcos need to ensure that they:

- Shift from reactive to predictive network management
- Deliver cross-channel integration and experience
- Move from static data to insight-driven customer interactions
- Enhance customer self-service using emerging technologies

The Virtusa iComms marketplace offers an ecosystem for CSPs, technology partners, and industry forums to innovate faster and harvest unique solutions by leveraging Virtusa IP. We empower service providers to quickly build and launch new services to capitalize on emerging trends, and to grow new revenue streams.

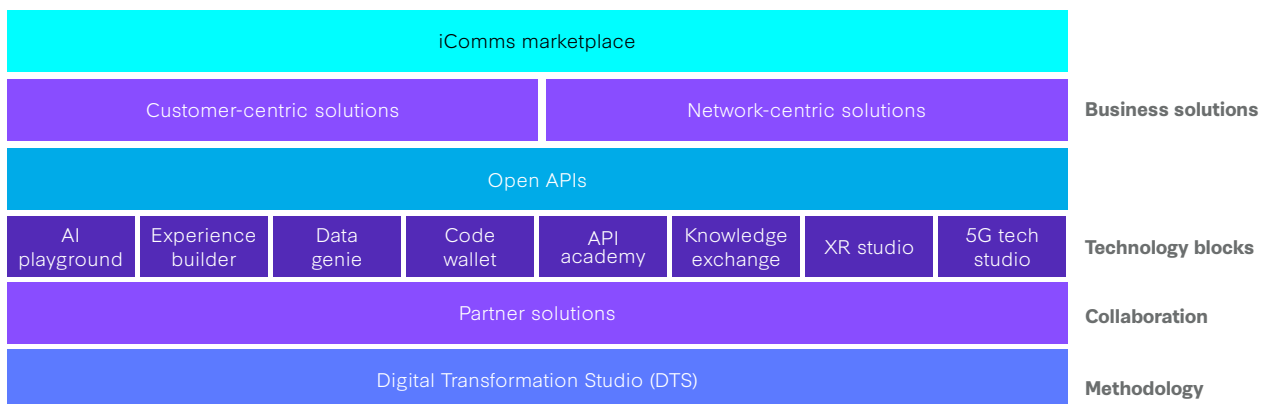
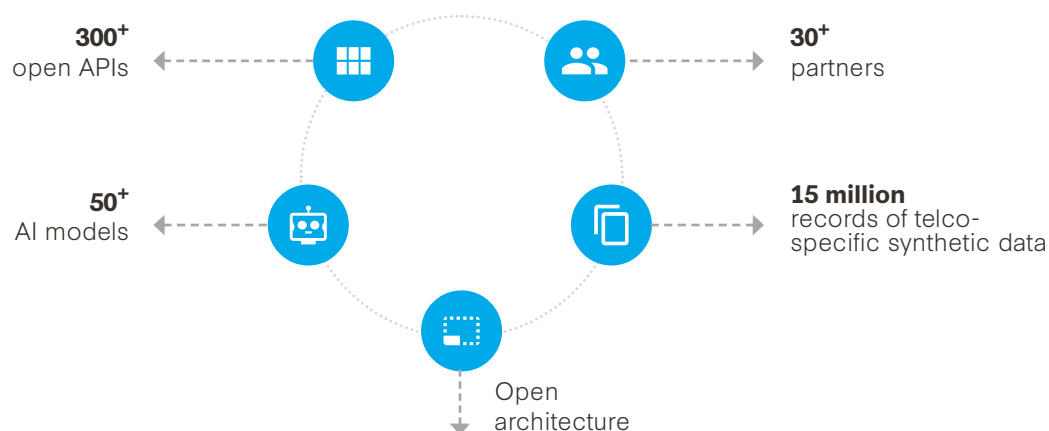
Using Virtusa's Digital Transformation Studio, clients can work with leading business and IT experts to build, deploy, and manage cutting-edge solutions designed for forward-thinking communications providers.



Virtusa iComms architecture

iComms hosts pre-built solutions and accelerators that cater to customer-centric and network-centric goals. Many of these solutions are built on emerging technologies and are aimed at delivering sustainable innovation at scale.

Our long-standing partnerships with leading CSPs and technology partners across the globe, in addition to our unique digital engineering processes, helps create a culture of rapid solutioning to accelerate time to market.



We have a passion for trying new ideas. And a rapid process to bring them to life. Whether it's the Next-Gen Contact Center, Interactive Retail, or Network Decisioning, we're investing, experimenting, tinkering, and hardening the technology that sets the pace in an ever-changing world.

Network-centric solutions

**Solutions for dynamic, programmable and ever-evolving,
on-demand network services delivery**

Small cell (5G) orchestration

Automate network commissioning, provisioning, and assurance, enabling dynamic optimization of the network using an intent-based network operations solution with business KPIs

Smart field force management

Help field technicians identify main fault location, recommend next steps, and analyze impact with an AR and AI-powered remote test and diagnostic capability

5G/Edge

Adopt 5G & Edge driven business solutions and network capabilities leveraging mature & tested frameworks, models and accelerators for cross industry enterprises

Cognitive network decisioning

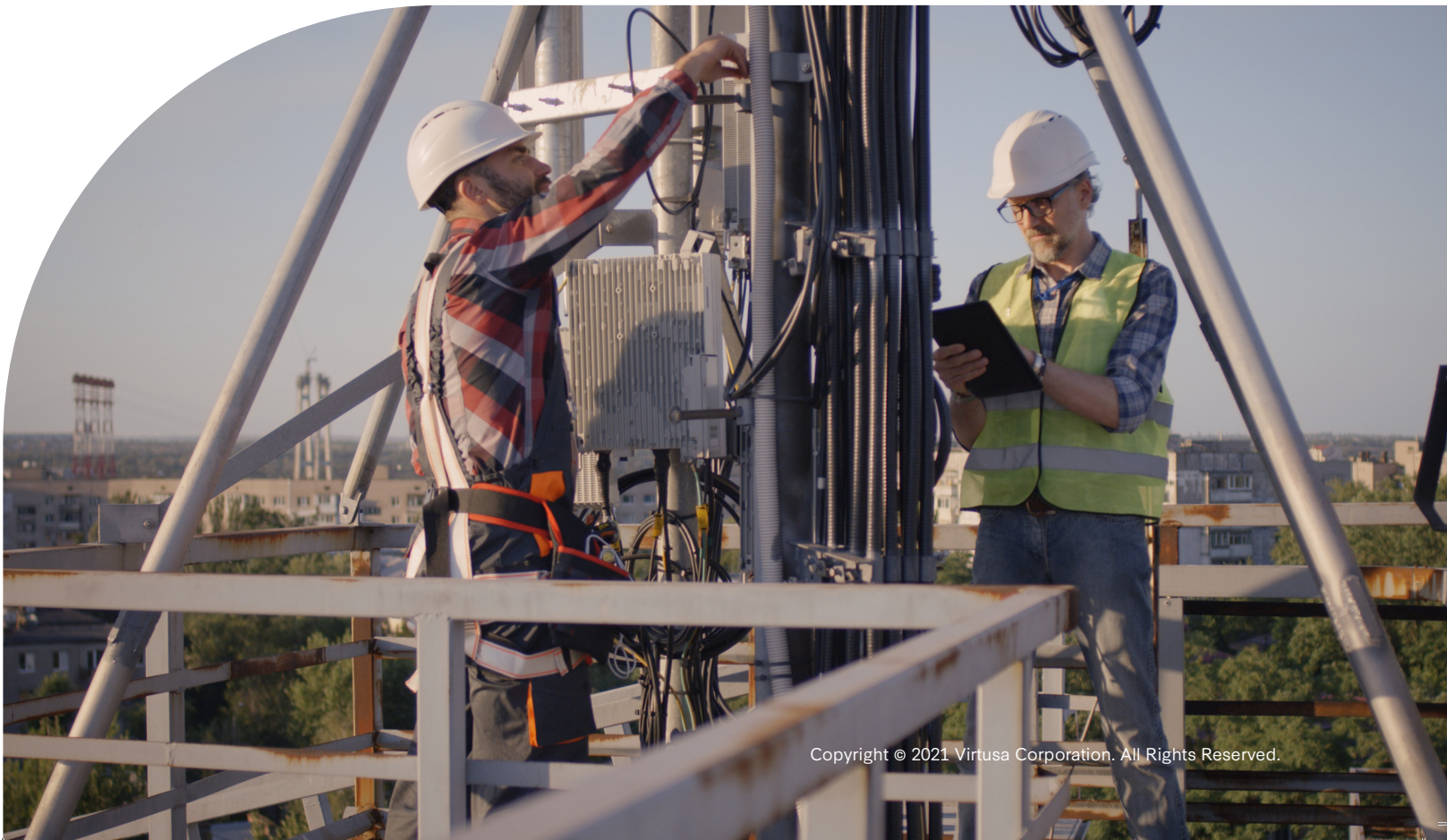
Enhance network intelligence and achieve a single view of the network to drive auto decisioning through an overlay platform integrated with multiple network management systems

Unified network inventory

Manage physical and logical network resources, enable network automation through NetSecOps using a cloud-based single inventory solution built on the graph database

Network P&B automation

Automate network plan/build for successful and predictable nationwide and global roll outs with an AI-driven platform offering real-time insights around the network and operational efficiencies



Customer-centric solutions

Cloud-native solutions that help digitize operations and deliver a connected experience across customer touchpoints

Next-Gen contact center

Offer superior customer service with insights-driven operations and smart business widgets with our cognitive compute-based contact center solution

Intelligent business process automation

Automate 60+ processes across the contact center, billing, network roll out, network operations, service, and order fulfillment operations

Digital self-care

Empower customers to self-install, test, diagnose and resolve issues with our AR and AI-powered chatbot integrated with APIs knowledge hub

Billing automation

Ensure efficient billing by integrating multiple billing systems, automating reconciliations, and providing an interactive and visually (video) enhanced experience

Interactive retail

Re-imagine the future of retail using XR and AI driven connected and differentiated total experience delivering an increased self-service adoption and customer engagement

Location-based marketing

Drive customer loyalty by providing contextual, real-time, targeted offers across brands and campaigns using a cloud-based CSP platform that integrates with multiple retail brands

Digital experience layer

Enable consistent omni channel experience and seamless handoffs across customer touchpoints using our unified platform with standard microservice APIs

Digital marketplace

Access the best of solutions pre-integrated with digital providers, and adjacent marketplace players for single identity, product bundles, and offers

Subscriber 360+

Improve engagement with a dynamic, unified view of subscriber profile with micro-segmentation, providing predictions and recommendations on customer ARPU, CLV, churn, NPS, and customer satisfaction index

Tech studio

Our sandbox environment lets you experiment with emerging technologies and create innovative solutions suited for a variety of business needs



AI playground

Pre-built AI model library for actionable real time insights



API academy

TM forum open APIs organized around business capabilities



Experience builder

Design and build journey using intuitive experience based widgets



Code wallet

Standardised and reusable technical building blocks to monetize



XR studio

Experience zone to re-imagine the future of experience



5G tech studio

5G and Edge lab to design, build, and test applications to unlock enterprise value



Data genie

Rapid innovation with contextual data aligned to telecom models



Knowledge exchange

Discover hidden relationships using graphical models

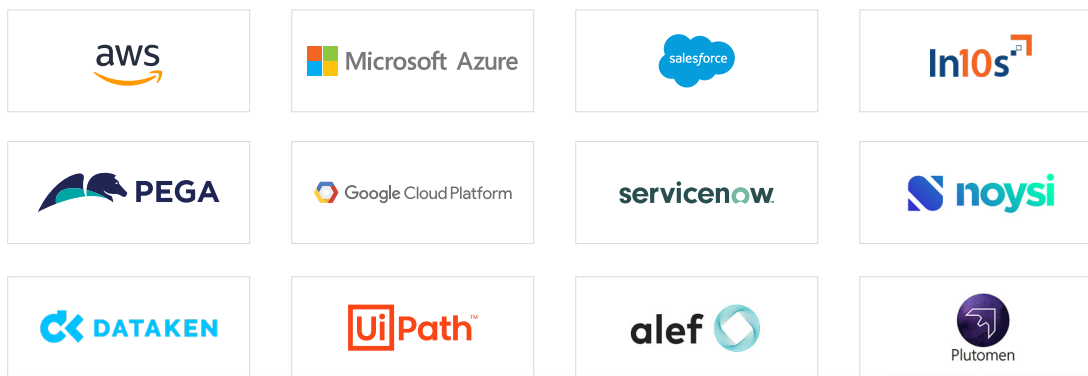


Virtusa iComms benefits

- Transforming CSPs to become DSPs
- Overlay platform to seamlessly work with legacy estate and achieve innovation objectives
- Innovate with pre-built solutions and accelerators within 3-4 weeks
- Industry collaboration ecosystem brings CSPs, partners and industry SMEs together to innovate

Partner ecosystem

We provide access to the best partner solutions, helping you ideate and co-innovate solution MVPs to create and drive differentiated experiences



www.virtusa.com

