



## **? Why Redknee**

**Cross-product and cross vertical:** build, price, bundle, and launch today's most complex product and services across all customer segments using a simple and intuitive GUI.

**Cross-channel product exposure:** real-time catalog access and sale from all channels, persistent web shopping cart and commerce analytics/recommendation.

**Support any-play offerings** across any line of business, helping businesses to accelerate their growth plans and to be equipped for the future.

**Increase marketing agility** with contextual real-time upsell offerings across all customer touchpoints.

**Deliver a more connected customer experience** create, deliver and manage services seamlessly across any channel—web, mobile, retail store or via social media.

# Digital Customer Journey

## Catalog-driven BSS

Today's digital economy has spurred an ever-growing portfolio of new products and services for all types of communications customers. Along with this their expectations have become 'Internet-like', where speed and simplicity are king. As customers become more demanding and digital services more complex, service providers can no longer rely on traditional approaches to serve their customers. Business agility drives changes at service providers to support the end-to-end customer journey.

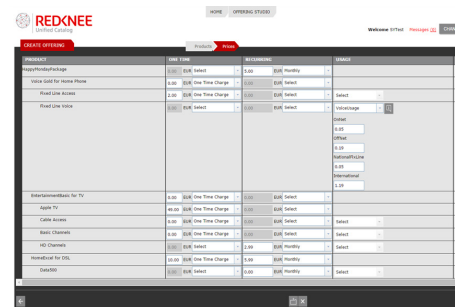
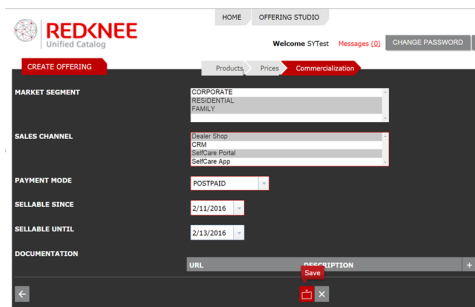
Monetizing the digital economy requires an agile product catalog and order management system that simplifies and speeds up time to market by centralizing every aspect of product definition—from pricing rules to discounts, ease of configuration, charging, assurance and service delivery.

### › Limitless Service Creation with Fast Delivery

Time to market for new services is a critical differentiator in today's competitive market. Redknee's catalog-driven BSS solution removes any limitations while opening new opportunities for building, pricing, bundling, commercializing, and delivering today's most complex product and services across all customer segments. New and innovative offerings can be launched and delivered with highest efficiency and accuracy with Redknee's centralized product catalog, driving multi-channel selling, order entry, billing and order delivery. End-to-end integration of corresponding subsystems – from product catalog and order management over charging and billing and up to customer care and self-care – ensures new products can be launched and utilized through any touch points across the entire customer journey. Sophisticated contextual real-time upsell ensures the customer gets the right product at the right time.

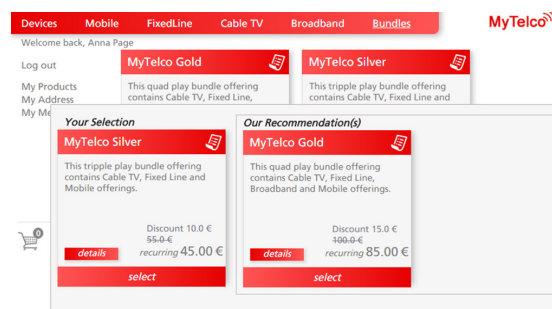
### › Design New Offerings with Ease

Redknee's centralized product catalog was designed with non-technical users in mind. The solution delivers an intuitive user interface with drag-and-drop capabilities, making it easy and quick to create and update new products, promotions, bundles and services. By leveraging reusable building blocks that model existing BSS/OSS capabilities, the solution makes execution of workflows required for order delivery seamless and automatic.



### › Efficient Upsell across any Channel

Key to succeeding in the digital economy is providing contextual omni-channel upsell in all phases. Redknee's catalog-driven BSS enables consistent selling through all commerce channels with browsing catalogs, providing sales recommendation, managing shopping cart and capturing orders. Service providers can now deliver complex, multi-play bundles with the speed and accuracy customers have come to expect with the means of single offering, truth-based on one catalog.



### › Drastically Reduce IT Efforts

Traditional billing systems require IT staff to have a full-time role in the product definition and commercialization process integrating with all commerce channels. Redknee's centralized product catalog is pre-integrated with the Redknee Unified suite, making it easier and faster for non-technical users to create or change new commercial offerings. The solution leverages service and pricing templates from Redknee's product catalog, exposing pre-defined and extendable templates that drastically reduce IT efforts when it comes to integrating with billing, order management and sales channels.

### › Redknee Unified: Real-time Monetization Solution for the Digital Economy

With its unique modular design and real-time rating, charging, billing and customer care capabilities, Redknee Unified enables service providers to monetize new revenue streams, launch new services and deliver a comprehensive customer experience. Its centralized product catalog drives multi-channel selling, order entry, customer order delivery and billing while the solution's comprehensive order management and workflow capabilities ensure efficient and accurate order delivery in any commerce channel.

For more information about Redknee's real-time monetization software, contact [sales@redknee.com](mailto:sales@redknee.com).