



? Why Redknee?

ARPU increase and **churn reduction** with consulting-led ideation of compelling real-time, personalized and contextual campaigning.

Decrease time to market, accelerate time to revenue, and realize **faster bug correction** with a first time right approach and agile methodologies for business requirement gathering, development and delivery.

Leverage **test automation**, to realize incremental improvements in testing cycles, impacting speed, quality and costs.

Improve **operational efficiency** and enhance SLAs/KPIs, with faster turn-around time of tickets, and improved release quality through reductions in defects escaped.

Enhance business visibility and control, with analytics-led smart reporting in near real-time, and by automating the process from near real-time insight to action.

Revenue protection, through proactive and preventative scanning of security vulnerabilities, and plugging the gaps.

Best-In-Class Services Tailored to the Needs of CSPs and DSPs

Redknee Services

As Communications Service Providers (CSPs) evolve into Digital Service Providers (DSPs) there is increasing demand on business support systems to deliver a comprehensive customer experience. The Redknee Customer Experience Framework (CEF) helps CSPs to maximize the value of their business processes and support systems to deliver the quality of service and experience that customers expect.

Redknee CEF is an 'idea' to 'implementation' framework covering the end-to-end services lifecycle for a CSP, from feature conceptualization, to development, to launch, to managed operations. The framework helps move from a siloed systems approach to an integrated end-to-end service oriented approach.

Redknee CEF is specifically designed to maximize the value of innovation, design and implementation processes to quickly launch new services and improve operational efficiency across the business. Redknee CEF encompasses the full suite of Redknee's services tailored to the individual needs of the client.

Redknee Customer Experience Framework (CEF)



Redknee CEF has three pillars which together create a holistic framework comprising of:

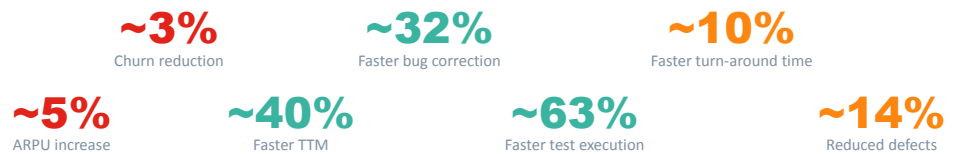
- **Consulting** pillar to enable innovation leadership through analytics led ideation
- **Agile Service Creation** pillar to drive faster time-to-market and monetization
- **Managed Services** pillar to focus on operational efficiency and savings







Redknee Customer Experience Framework (CEF) positively impacts CSPs end-to-end (e2e) business and operational processes, through the subscriber services lifecycle.

> Tangible Business and Operational Benefits

Redknee CEF is comprised of multiple service propositions that are carefully stitched together, based on individual needs, operational challenges, and business goals of each client. Redknee CEF has delivered tangible business and operational benefits for a number of operator groups across APAC, EMEA and Americas. The CEF has created new revenue streams, enhanced the customer experience, and increased operational efficiency.



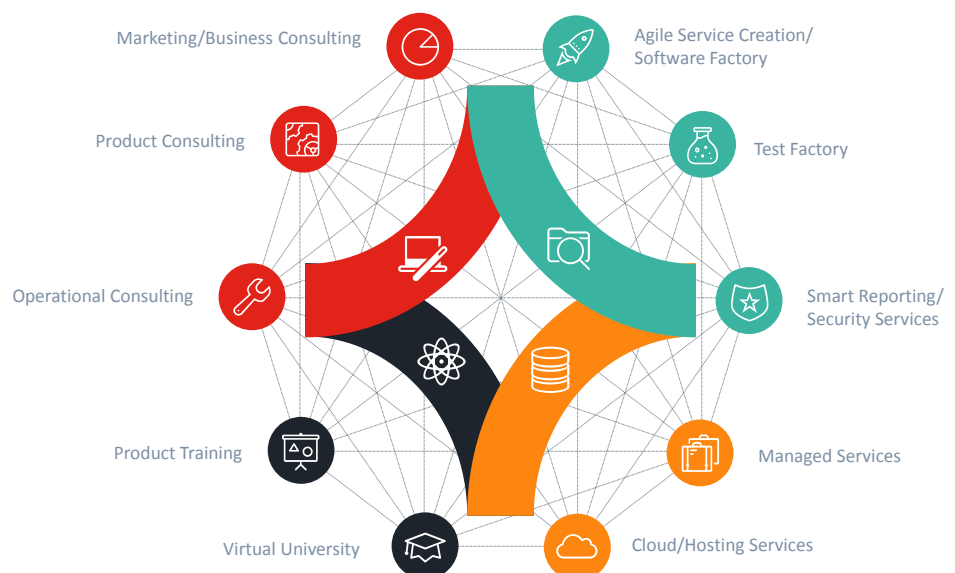
Highlights of Redknee Services Suite

-  **Consulting Services**
Enhanced monetization, customer experience & market innovation leadership
-  **Application Services**
Competitive edge through agile service creation, test automation services, business analytics & security services
-  **Learning Services**
Skills enablement, knowledge & competency management
-  **Managed & Cloud /Hosting Services**
Increased operational efficiency and TCO savings

> Redknee Services Suite

Redknee offers an extensive services suite tailored to the needs of Communications and Digital Service Providers. Our services suite helps CSPs derive the highest possible business benefits from the deployed BSS platforms and infrastructure. Redknee Services suite helps maximize utilization of available features and functionality, improve time-to-market, achieve innovation market leadership, and maintain close alignment and mapping of business strategy and goals.

Redknee Services suite enable CSPs to achieve a best-in-class operational approach by implementing the most efficient process framework, while operational consulting and managed services lower OPEX and improve network quality. Our services also provide deployment options including Cloud and SaaS, in addition to comprehensive learning and training programs.



For more information about Redknee's real-time monetization software, contact sales@redknee.com.