MAVENIR™

SOLUTION BRIEF
MAVENIR DIGITAL ENABLEMENT

Communications service providers (CSPs) need to respond quickly to market changes and drive business growth. The Mavenir Digital Enablement (MDE) platform is uniquely designed for the telecommunications industry and built entirely on open-source to remove vendor lock-in. The MDE platform is a Business Support System (BSS) that helps CSPs simplify and experiment with service creation, leverage the power of 5G technology, and deliver personalized services to deepen relationships with current and future customers.

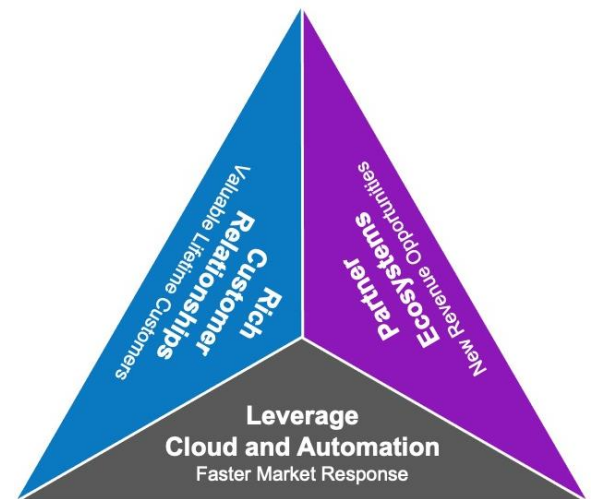### Strengthen and build rich customer relationships

Use the MDE platform to offer omnichannel experiences that help build and strengthen customer relationships. Experiment freely and deliver innovative, high-performance, digital customer interactions cost-effectively and securely. These connected and hyper-personalized offerings help CSPs build lifetime customers.

Expand the partner ecosystem to create new revenue opportunities

When the market dynamics change, CSPs must pivot quickly to design new offerings that combine products and services from global partners. MDE helps facilitate new partnerships that gain access to new markets and shared business models. Use real-time network and customer data to find new revenue opportunities and readily offer collaborative market solutions to proactively respond to the shifts. Deliver these solutions with confidence through secure, reliable, and transparent settlement and accurate charging and billing.

Respond to the market quickly with cloud and automation

A future-proof, microservices framework lowers operating expenses, provides effortless on-demand scaling, and frees CSPs to experiment. MDE simplifies and automates software development and maintenance, and establishes software reusability, ultimately resulting in reduced time to market, operational costs, and increased revenue and customer satisfaction. Move from being reactive to making proactive policy-driven decisions using artificial intelligence and automation to replace manual operations.
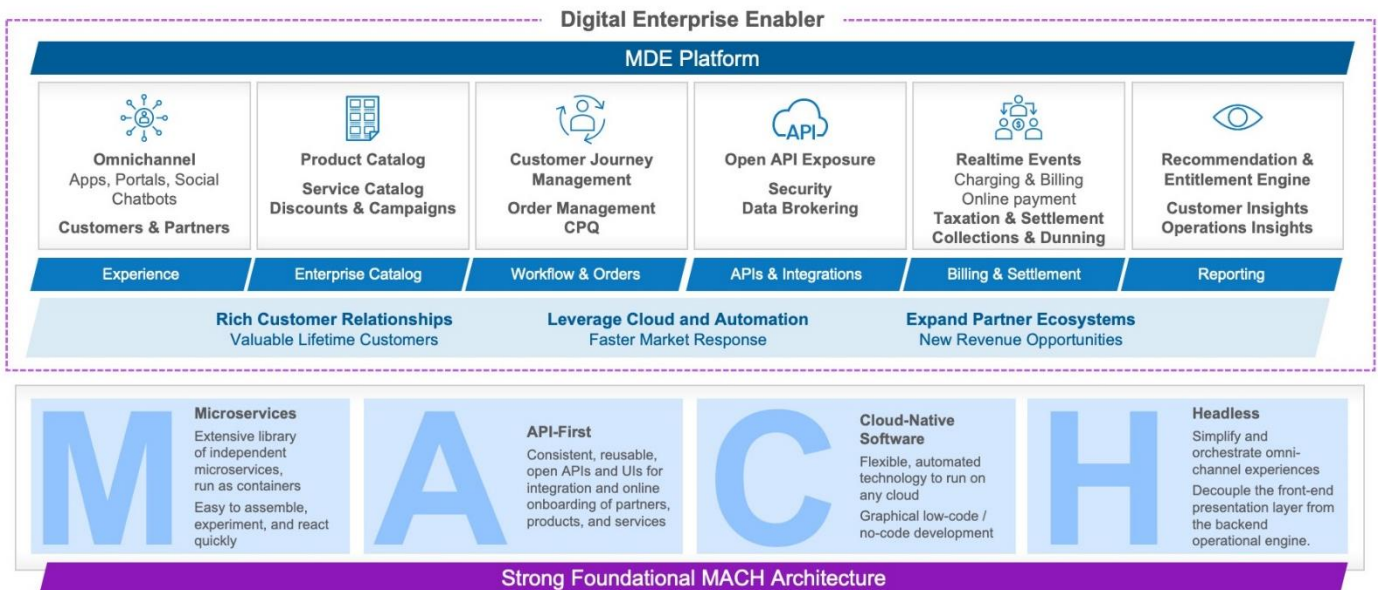
Innovate Fearlessly

Experiment, refine, and scale new offerings, solutions, and yet-to-be-imagined revenue opportunities. Built on Mavenir's foundational principles of deploying a common framework of cloud-native software, the MDE platform encompasses over 60 microservices that address all business processes.

Quickly realize the gains of 5G investments by eliminating perpetually slow processes and the barriers of cost and time from legacy BSS. Through its open APIs, MDE easily integrates with existing IT or BSS systems and can run as an overlay solution, providing CSPs the option to escape existing vendor lock-in and freedom from development limitations on legacy IT systems.

Achieve a simplified digital experience

Using future-proof technology and proven MACH architecture, MDE ensures customers can innovate swiftly. Agile experience creation and a modular architecture that can be easily configured allow CSPs to deploy new, responsive features rapidly and retain control of their destiny. The MDE platform delivers a graphical business and service process creation interface that ensures operational systems and workflows are integrated quickly without tedious coding efforts.

Key MDE building blocks:

> **Microservices.** Use the extensive library of over 60 independent microservices run as containers, on any cloud for rapid experimentation to quickly assemble just the capabilities needed for a viable product.

> **API-first tools**. Seamlessly integrate system components with consistent, reusable, open APIs and UIs for online onboarding of partners, products, and services to accommodate the emerging customer experience devices of the future.

> **Cloud-native software.** Take advantage of the most innovative and flexible enterprise automation technologies and remove the release-cycle lock-in with serverless, UI-driven low or no-code development, available on any cloud.

> **Headless.** Decouple the customer-facing presentation layers or storefronts from the operational systems and enable faster changes, experimentation, and the ability to operate across different channels and devices.

Expand with a Digital Marketplace

The MDE catalog-driven design enables CSPs to easily create a marketplace experience by bundling cross-partner products and services into unified offerings. With the cloud-native architecture and agile DevOps delivery framework, CSPs can iteratively test new ideas and deploy new offerings without the traditional development costs and slow timelines. CSPs can now offer their B2B customers bundled, on-demand digital services with managed connectivity and service assurance, all billed in real-time and transparently settled across partners.

> Enable CSPs to build long-lasting relationships with customers, delivering a hyper-customized subscriber experience

> Free marketing and product team to innovate and experiment with new service experiences for their subscribers with a UI-driven no-code/low-code platform

> Ensure transparent and accurate real-time billing and online payment flexibility

> Remove the barriers of vendor lock-in, cost, and time by overlaying MDE on legacy systems and removing development limitations from legacy BSS and IT systems

The convergence of 5G, AI, and IoT is opening new doors in many industries. It's more than the typical IT promise of faster, better, and cheaper. CSPs can enable the digital enterprise, make subscribers the center of their business, and build loyal relationships by delighting customers and solidifying their trust. Design flexible product offerings married with new digital business models and react faster to market needs. Capitalize on a cloud-native platform that reinvents service creation and experience delivery to enable flexible growth models that help build enhanced customer relationships as new offerings are delivered to the market, at scale.

About Mavenir

Mavenir is building the future of networks and pioneering advanced technology, focusing on the vision of a single, software-based automated network that runs on any cloud. As the industry's only end-to-end, cloud-native network software provider, Mavenir is transforming the way the world connects, accelerating software network transformation for 250+ Communications Service Providers in over 120 countries, which serve more than 50% of the world's subscribers.

For more on Mavenir Solutions please visit our website at www.mavenir.com