MAVENIR™
Trust the Future

Limitless Opportunities with a Dynamic Digital Brand

SOLUTION BRIEF

LIMITLESS OPPORTUNITIES WITH A DYNAMIC DIGITAL BRAND

Set up quickly, go to market even faster, deliver rich customer experiences, and disrupt the competition with future-proof technology.

Rising competition from digital-native firms and the inability to meet customer expectations is reducing revenues for CSPs. They are facing eroding margins, and legacy systems can't handle modern digital experience delivery requirements. These platforms lack the agility and openness that new entrants and technology vendors offer to differentiate their services.

FOCUS AREAS FOR MVNOS

Risk-free experimentation for new service launches

Stay lean and react quickly to market changes to drive a winning product strategy

Lower total cost of ownership

Easy adaptation and innovation to serve niche customers

Fine-tune the platform quickly with an Agile and DevOps methodology

Use a microservices-based architecture for hyper-personalization

Seamless integration with MNOs and third-party vendors

Easily integrate with any MNO or third-party vendors

Utilize valuable industry consultation

What a digital MVNO needs

- ⊘ Provide a digital experience that meets the needs of the customer segment – app, web, social, and chat
- ⊘ Easily integrate with novel digital communities through open APIs
- ⊘ Use plug and play chatbot services to drastically reduce customer service costs
- ⊘ Experiment, learn, and leverage public cloud implementation to scale on demand

- ⊘ Enable marketing experts to build innovative service experiences with a no-code design
- ⊘ Stay lean and deliver agile products
- ⊘ Scale without huge capital and time investments
- ⊘ Gain a competitive edge in the market with no dependency on legacy systems

ANY ORGANIZATION CAN LAUNCH A DIGITAL BRAND

Use Mavenir Digital Enablement's (MDE) innovative platform to gain a first-mover advantage as a modern digital brand. Examples of new industry use cases:

Consumer Electronics OEMs
Integrate guaranteed connectivity services with OEM devices. CE organizations can own the end-to-end experience, including network connectivity. Gather information on customer mobility and usage habits and respond to serve the unmet demands.

Financial Service Providers
Know customers better than ever, analyze usage trends, integrate payments, and compare segments. Offer dynamic and tailored financial products for assured long-term revenue.

Healthcare Providers
Offer different targeted patients health and performance monitoring services at affordable costs, emergency messaging services, a diverse app ecosystem, and online community.

Automotive IoT Vendors
Take the connected car experience to a new level. Onboard cross-industry partners (insurance, OTTs) and use IoT apps to elevate customer experience and monetize your program

Industrial IoT Vendors
Connect and capitalize on the latest array of IoT devices and services. Monitor in real-time, diagnose remotely, track to drive preventive maintenance tasks, and drastically improve operational efficiency.

Enterprises
Gain complete control over company data and applications. Remove connectivity bottlenecks and BYOD-related security concerns with a flexible connectivity approach for employees.

eCommerce Retailers
Create a "Super App" and seamlessly onboard partners to offer diverse, cross-industry services. Nurture an integrated lifestyle experience with valuable user data for AI-driven decision analytics.

WHY CAN'T TRADITIONAL BSS ACHIEVE THESE?

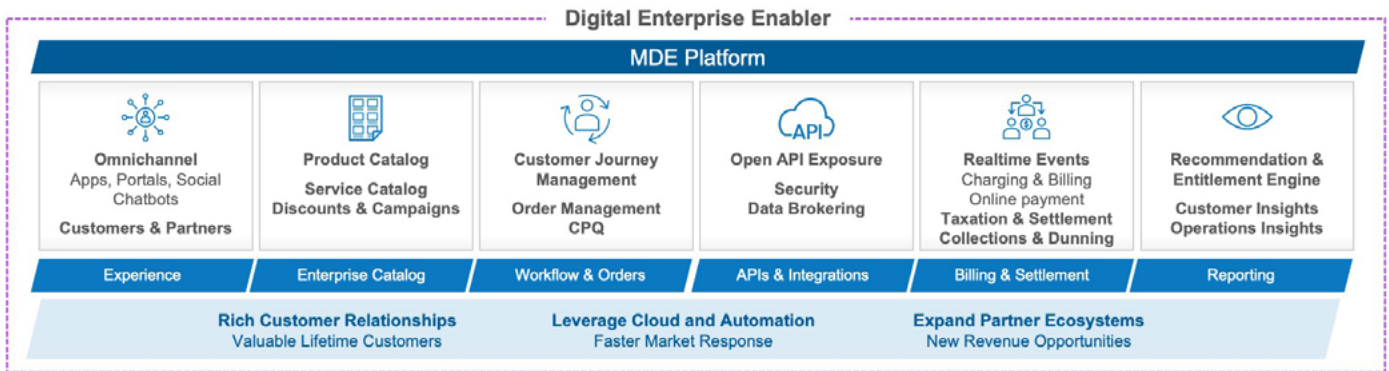|		
Monolithic architecture	Not designed for pure, digital-only experiences	Difficulty adapting to modern development and automation frameworks
Vendor lock-in, proprietary interfaces, huge change management costs	No room for experimentation	Barriers to start-up mentality and lean operations

DRIVE GROWTH FOR YOUR DIGITAL BRAND WITH MDE

One platform, any cloud, all your digital brand needs.

Innovation is at the core of Mavenir's Digital Enablement. This microservices-driven platform has reinvented seamless service creation and experience delivery in the telecommunications industry. MDE makes it easy to stay lean and launch new MVNO platforms with optimal results.

MDE Cloud-Native Digital Enablement Platform

Digital Enterprise Enabler

MDE Platform

Omnichannel	Product Catalog	Customer Journey Management	Open API Exposure	Realtime Events	Recommendation & Entitlement Engine
Apps, Portals, Social Chatbots	Service Catalog Discounts & Campaigns	Order Management CPQ	Security Data Brokering	Charging & Billing Online payment Taxation & Settlement Collections & Dunning	Customer Insights Operations Insights
Customers & Partners					
Experience	Enterprise Catalog	Workflow & Orders	APIs & Integrations	Billing & Settlement	Reporting

Rich Customer Relationships
Valuable Lifetime Customers

Leverage Cloud and Automation
Faster Market Response

Expand Partner Ecosystems
New Revenue Opportunities

MDE INHERENTLY ADDRESSES ALL DIGITAL BRAND FOCUS AREAS

Remove the barriers of legacy systems and make launching a digital brand achievable.
Product experimentation using a digital brand is completely risk-free and integrating with any third-party or MNO is seamless using Mavenir's open architecture and API-first approach.

AGILE AND SIMPLE – DO MORE, FASTER

- No-code design UI-driven journeys
- Risk-free, rapid experimentation
- DevSecOps and Agile methodologies
- Rich library of microservices & APIs

RICH CUSTOMER RELATIONSHIPS

- Catalog-driven commerce
- Hyper-personalized customer experience
- Data and decision analytics
- Omni-channel experience

OUT-OF-THE-BOX SAAS

- Automation and intent-based scaling
- Seamless integration & service creation
- Open API driven No vendor lock-in
- Mavenir consultation service

SERVICE DIFFERENTIATION WITH INNOVATIVE OFFERS
One platform, any cloud, all your digital brand needs

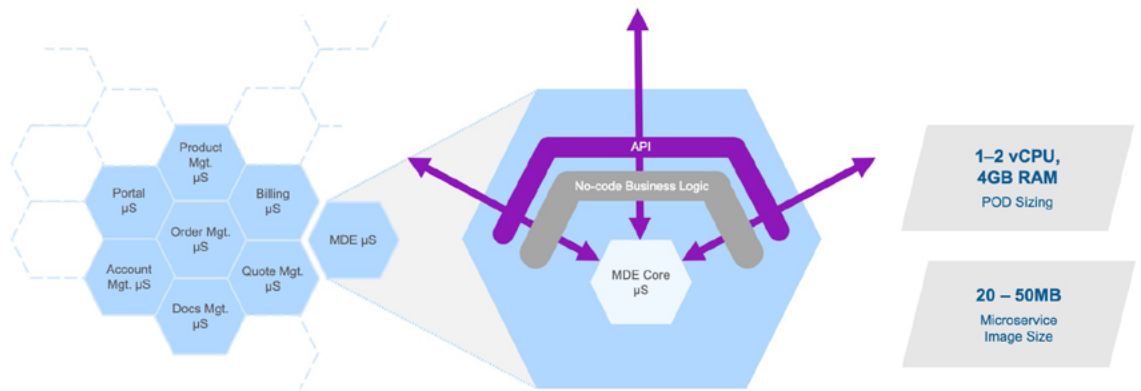### Serve any market, onboard cross-industry partners, and create innovative offers.

The Mavenir Digital Enablement platform relies on over 60+ microservices and 100+ Open APIs to make service creation simple. Mavenir applications and services are purpose-built for the cloud model and offers easy scaling, hardware decoupling, agility, portability, and resilience across multiple cloud environments. A cloud-native environment helps create and sustain a culture where building, testing, releasing, and deploying happens swiftly and consistently.

60+
MICROSERVICES

API
100+
OPEN APIS

100%
CLOUD-NATIVE

The extensive, ever-growing library of MDE microservices allows any type of MVNO to build its own BSS from scratch. These pre-integrated microservices enable seamless deployment. Each microservice core has an extensibility layer with a no-code business logic that allows easy integration with third-party applications or services.
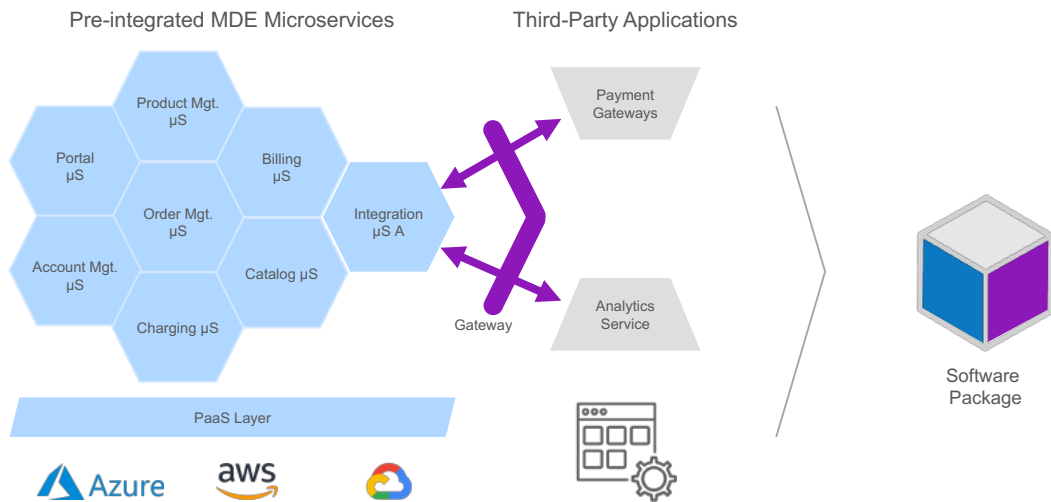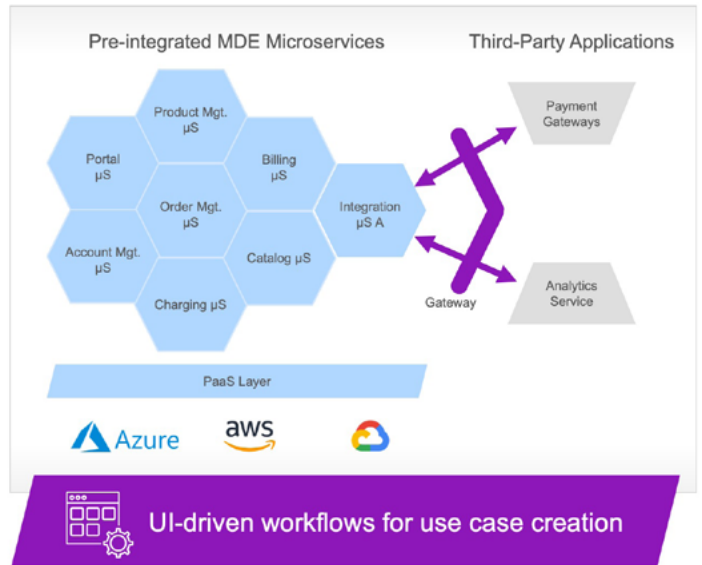
Modern digital brands need to scale up or down quickly to respond to market demands. MDE's low infrastructure footprint (20-50MB per microservice image) allows modern MVNOs to compose a rich BSS and deploy scalable solutions fast with granular service control.

LAUNCH YOUR DIGITAL BRAND TO GAIN A COMPETITIVE EDGE!

Be innovative, agile, and cost-efficient

The composable BSS package can be deployed on any cloud. Additionally, microservices within the "MDE Integration Gateway" module provide configurable SDK or plugins for most common external platforms to fast track the required connections. For example, integrating with banking interfaces, supply chains, networks, or digital apps can be done easily over APIs, without the need for any customization on the core BSS package design.

It's critical for an MVNO to quickly address the fast-moving needs of a niche market. Use MDE's UI-driven workflow manager to create tailored journeys. The headless design and the drag and drop content management system (CMS) completes the no-code experience.

UI-driven workflows for use case creation

Use Case Specific Business Software

| BSS designed for your line of business | Low infrastructure footprint | Fast time to market |

BUILD AND SCALE NEW SERVICES AS NEEDED

In just a few steps, a BSS specialized for the MVNO's line of business is designed.

The future-proof MDE allows MVNOs to reuse their existing microservices or adapt them to build software for a new use case in just a few weeks or days.

Fast time-to-market is essential, but when it's time to grow or on-demand resource is needed, use a 'one-button approach' for automated scale.

Rapidly adapt, build, and own a modern cloud-native BSS based entirely on microservices that rely on no-code design principles.

Start small and add services as you grow. The MDE library helps MVNO's control the end-to-end customer experience from shopping, discounts, charging, and billing over multiple digital channels.

One-button Automated Scale

Automated scaling to N^{th} Level	Adapt, build, scale, and own

The costs and extended timeframes are gone. Building services that respond to changes in the market and launching brands for new industry opportunities is affordable, reliable, and scalable — and available today.

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About Mavenir

Mavenir is leveraging our DNA as a pioneer in advanced technology to focus on the vision of a single, software-based mobile network that can run on any cloud. We are reshaping the industry with our multi-generational, cloud-native, end-to-end software that is reducing complexity, de-risking digital transformation and rapidly modernizing networks. We are the trusted partner to customers around the globe, who are transforming the way the world connects — realizing the amazing new services and the promise of 5G and beyond.

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