



SOLUTION BRIEF

MDE DIGITAL MARKETPLACE

With the advent of 5G, the acceleration of digital transformation strategies, and the growing adoption of the SaaS delivery model, the whole telecom services landscape needs an urgent overhaul. Traditional models of service creation and selling are no longer profitable, and telcos need to reimagine the way they sell services across their business lines. The traditional kiosk and store approach has already become outdated for B2C customers in most leading markets, and enterprises are also looking for new ways to procure products, software solutions, and services – especially with the launch of SaaS marketplaces by AWS and Azure. Leading telcos have already started exploring options as part of their digital transformation strategy. They're compelled to develop an ecosystem of cross-industry partners and application developers to deliver differentiated services to their enterprise and retail customers with the option for flexible billing models and other value-added services. Telcos need to offer end-to-end digital experiences for all parties in the ecosystem while enabling value creation and rich monetization opportunities.

Key Challenges for Stakeholders

Communications Service Providers (CSPs)

CSPs have been at the forefront of all telecom revolutions. However, with the arrival of 5G things are a little different now. Significant challenges are facing CSPs and are driving their urgency to explore how 5G use cases can bring new revenue to address various problems, such as:

- > Reduction in average revenue per user (ARPU) with little service differentiation
- > Increase in debt from investment in 4G and other expansion activities
- > Saturation of user bases across mature markets
- > Playing catch-up with customer demands and offering the choices that over the top (OTT) companies such as Amazon, Netflix, Google and Uber provide their consumers

Customers (Enterprise and Retail)

As challenging as it is for CSPs, customers are no longer sticking to basic service offerings:

- > Searching constantly for reliable digital services to continue to stay productive
- > Procurement by enterprises is now focused and demanding while billing flexibility and digital contracts are considered key part of the procurement / buying experience
- > Looking to end their search in one place with a one-stop-shop purchase experience
- > Accustomed to buying Amazon or SaaS offerings, even retail customers look for end-to-end digital journeys that offer multiple products to deliver use-case specific needs. (For example, Xbox offering Ultimate Game Pass for cross platform gaming, access to game library, additional perks like collectibles, console purchase discounts, and more)



Producers / Partners / Sellers / Developers

Partners are perhaps the new cogs in the value chain, opening up immense value creation possibilities through cross-industry partnerships to drive innovative business models. The different challenges faced by partners are:

- > Reaching new customers, couple with the lack of effective sales and marketing channels
- > Integrations can take months on traditional platforms which adds to the concerns that small vendors have in regard to the ease of onboarding on a marketplace
- > Billing and real-time settlements are usually complicated
- > Control over sales, current customers, receivables and marketing of products
- > Bundling of products to create a differentiated market offering

It's Time for the Digital Marketplace Approach

With 5G now at the heart of future strategies, the most significant opportunities for CSPs lie in the telecom enterprise services market, and therefore the number of application vendors and OEMs is expected to grow. Given the challenges described above, the diverse set of enterprise needs will be greater than any single vendor can fulfil. This gap presents the perfect opportunity for CSPs to build a marketplace that focuses on collaboration and a partnership-based ecosystem-driven approach.

A marketplace is essentially an ecosystem-based platform that CSPs can leverage to digitalize their selling journeys while partnering with sellers and developers to offer differentiation to customers looking for service fulfilment with a one-stop shop experience (see Figure 1). The marketplace platform centers around the core concept of co-creation. The primary purpose is to allow multiple producers (either within a CSP's organization or outside) to collaborate and create bundled products and services.

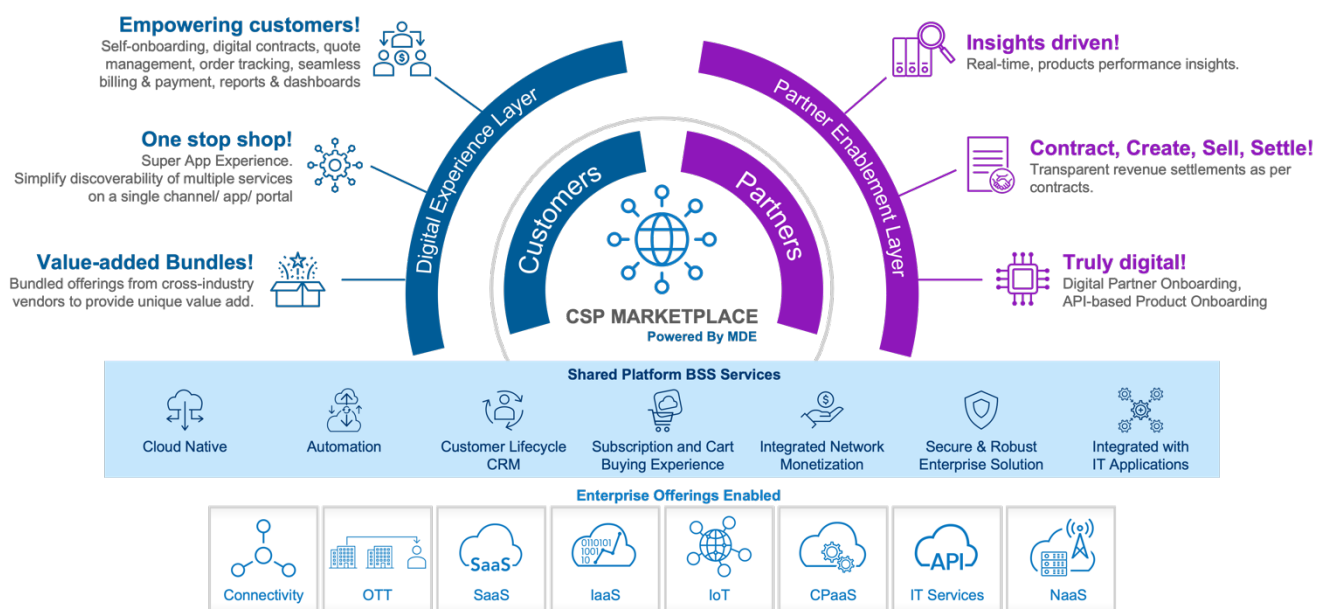


Figure 1 - MDE Digital Marketplace Approach and Key Highlights



The architectural agility of a marketplace platform allows CSPs to create and launch any kind of product or service that satisfies market needs or demands. Customers today expect real-time end-to-end digital experiences. New 5G connectivity has become a differentiator for vendors across industries and helps partner ecosystems develop and thrive. CSPs can capitalize on an unlimited number of marketplace ideas that bundle services, products, or connectivity.

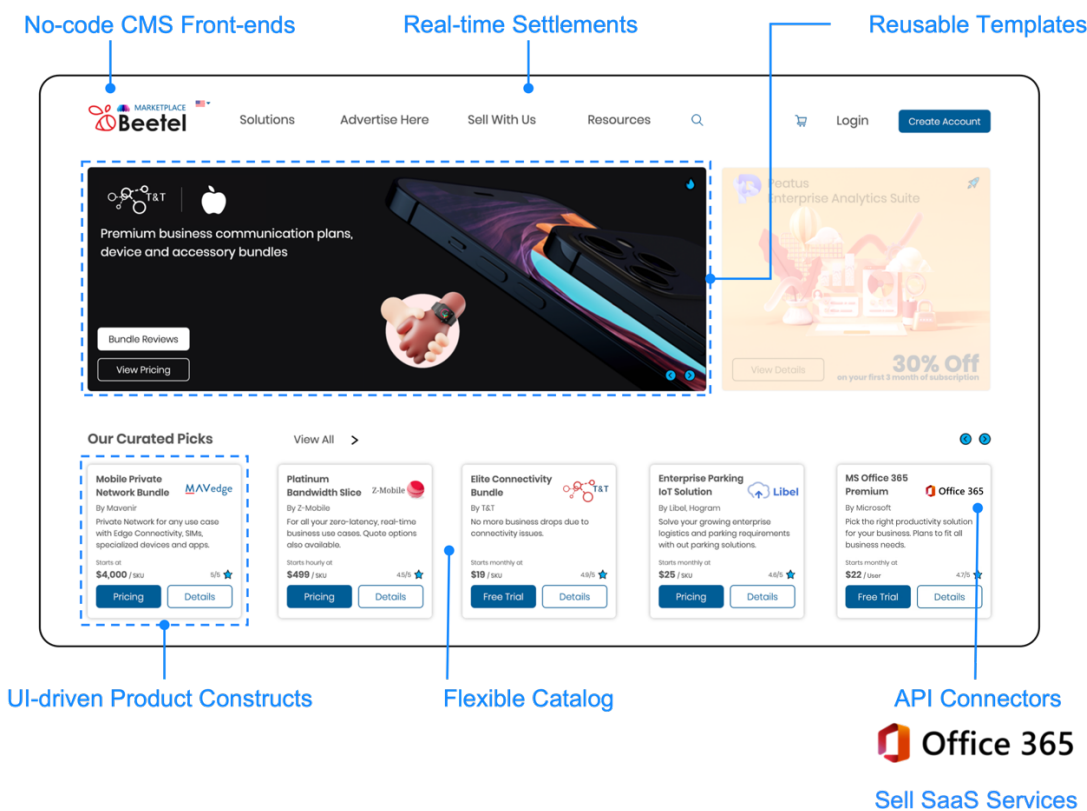


Figure 2 - MDE Digital Marketplace Blueprint

Mavenir Digital Enablement (MDE) Marketplace platform is the industry’s only telco-specific digital marketplace solution built with 100% stateless Microservices, an API-first approach, Cloud-native architecture, and Headless principles, or simply “MACH”. Moreover, open-source technologies and frameworks ensure that all modern demands for a telco marketplace are inherently handled.

MDE’s headless content management system, configure/price/quote (CPQ), billing, settlement, inventory, and workflow engine capabilities enable powerful digital experiences for customers and partners alike. Modular services, statelessness for web-scale, and agile experience creation allow CSPs to conduct risk-free experimentation, while adherence to Open API 2.0, TM Forum’s Open Digital Architecture (ODA), single page application (SPA), and Twelve-Factor App principles enable MDE’s open platform architecture to simplify partner integrations. Several examples are shown in the following pages:

- > A Connectivity Bundle includes choices for handsets, accessories, voice and data, and other value-added services
- > A Private Network Bundle might offer RAN components, 4G or 5G core or voice options, and operations and management tools to manage the new network



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on your first 3 month of subscription

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Mobile Private Network Bundle

By Mavenir

Private Network for any use case with Edge Connectivity, SIMs, specialized devices and apps.

Starts at **\$4,000** / sku 5/5 ★

Pricing
Details

Platinum Bandwidth Slice

By Z-Mobile

For all your zero-latency, real-time business use cases. Quote options also available.

Starts hourly at **\$499** / sku 4.5/5 ★

Pricing
Details

Elite Connectivity Bundle

By T&T

No more business drops due to connectivity issues.

Starts monthly at **\$19** / sku 4.9/5 ★

Free Trial
Details

Enterprise Parking IoT Solution

By Libel Hogram

Solve your growing enterprise logistics and parking requirements with out parking solutions.

Starts monthly at **\$25** / sku 4.8/5 ★

Pricing
Details

MS Office 365 Premium

By Microsoft

Pick the right productivity solution for your business. Plans to fit all business needs.

Starts monthly at **\$22** / User 4.7/5 ★

Free Trial
Details

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Lydia

Campus AR/VR 8K Experience Slice

By **Lydia Telecom**

Version: 12.12.2021

4.9/5 ★ (21 Reviews)

Editor's Pick

Perfect for all your Campus to Campus AR / VR sessions and experiments. Lydia's network slices are instantiated to deliver the best bandwidth, FOV experiences at ultra-low edge latency.

Overview

The amazing Lydia Telecom connectivity is now even better with modern 5G connectivity options. The AR/VR Experience Slices have been designed meticulously by our Product and Engineering teams with customer experience as the driving force behind the product. The Campus Experience Slice is specifically curated for an affordable, high-resolution 8K experience for our research and educational sector clients that fuel our nation's growth. Customers can bundle this with Meta's Oculus offerings, who we have done end-to-end experience testing with.

Categories

Connectivity

NWo5

Company Information

Lydia Telecom

Last updated on

12th December, 2021, 4:35 PM

Legal

Lydia Terms of Use

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4



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Executive Elite Bundle Best seller

Monthly - Performance Elite

\$125 / mo. / line

iPhone 12 - 128GB, Black
Norton iOS Protection - Basic
AT&T 5G - Executive Gold
*On a purchase of 5 lines

- ✓ Apple Installment Plan
- ✓ Norton BizLock/Personal
- ✓ AT&T 1 Gbps Connectivity
- ✓ Apple One Subscription

← Back ● ● ● ● Next →

Apple Device AT&T 5G Plan Norton Plan Add-ons

Apple Devices (Choose one) Filter By

iPhone 12 Pro Max
By Apple

Storage : 128 GB
Color : Pacific Blue
Display Size : 6.7 inch

3 Year Installments
\$ 30.56 / mo. / line

Choose

iPhone 12
By Apple

Storage : 256 GB
Color : Purple
Display Size : 6.1 inch

3 Year Installments
\$ 26.39 / mo. / line

Choose

iPhone XS
By Apple

Storage : 64 GB
Color : Gold
Display Size : 5.8 inch

3 Year Installments
\$ 13.89 / mo. / line

Choose

iPhone 12 Pro Max
By Apple

Storage : 128 GB
Color : Gold
Display Size : 6.7 inch

\$ 999 / line

Choose

iPhone 12
By Apple

Storage : 256 GB
Color : Space Gray
Display Size : 6.1 inch

\$ 799 / line

Choose

iPhone XR
By Apple

Storage : 64 GB
Color : Coral
Display Size : 6.1 inch

\$ 699 / line

Remove

Page 1 of 3 ⏪ ⏩

Quote Summary

Executive Elite Bundle

One - time Charges	699 \$
iPhone XR	699 \$
Monthly Charges	65 \$
AT&T Elite Starter	30 \$
Norton Premium	5 \$
Apple One Premier	20 \$
Sub Total	754 \$
Cumulative Taxes (5%)	37.70 \$
Total per Line	791.70 \$

Lines
No. of quote lines ⊖ 10 ⊕

You Pay

Now	7917 \$
Monthly	550 \$

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MAVedge Package Best seller

Business Pro Custom

€4,000 starting setup

€1,000 / mo. / license

Private Network Package
SIM based Connectivity
Use Case specific Devices
*data rates apply for cloud

- ✓ Custom Radio Selection
- ✓ Flexible SIM Form Factors
- ✓ Third-party Devices
- ✓ Installation Assistance
- ✓ Support Bundles
- ✓ Quote Preferences

← Back ● ● ● ● Next →

Private Network Package SIMs Devices Add-ons

Private Network Package (Select One) Indoor Radios

Cell & Network Specification Inputs

Selected frequency channels,
3550 MHz 3700 MHz

Network access/ radio details,

Channel Width	Radio Count	Radio Type
50 MHz	100	Indoor

What is the expected no. of devices / users?

Please specify RAT preference

Radio selection

We've pre-selected frequency channels based on your location preference & guidelines.

5G ORAN Split 2
By Mavenir

Indoor Radio
Edge Cloud
50 MHz Channel

€ 400 /sku 100 Units

4G/5G ORAN Split 7.2
By Mavenir

Indoor Radio
50 MHz Channel

€ 280 /sku 100 Units

4G SI eNB
By Mavenir

Indoor Radio
Edge Cloud
50 MHz Channel

€ 250 /sku 100 Units

4G S2 eNB
By Mavenir

Indoor Radio
50 MHz Channel

€ 150 /sku 100 Units

[Edit Planning Inputs](#) [Confirm](#)

Quote Summary

Business Pro Custom

One - time Charges	400 €
5G ORAN Split 2	400 €
Monthly Charges	95 €
Radio Maintenance	80 €
EDGE Connectivity	30 €
Sub Total	495 €
Cumulative Taxes (5%)	24.75 €
Total per Line	519.75 €

Licenses/ Lines
No. of quote lines ⊖ 100 ⊕

You Pay,

Now	51,975 €
Monthly from next cycle	9,975 €

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5



Create More Value with MDE

Mavenir Digital Marketplace opens a new world of possibilities for CSPs and vendors alike. The commerce model enabled through an agile, future-proof platform will allow CSPs to build on their strengths in connectivity and create value through cross-industry partnerships. This model will help create templates and simplify onboarding of upcoming OEMs and software vendors aiming to quickly sell their enterprise products. More partners coming onboard means more selection for customers looking for a one-stop-shop experience. This is just one aspect of this new approach, and the benefits are truly immeasurable given the exciting depth of use cases that can be envisioned.

Contact Mavenir to learn more about MDE's Digital Marketplace platform.

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