

Tecnotree Agility™

Unified Product Catalogue

All your offerings in a single place, always fresh

Business Challenges

The service portfolio with many Communication Service Providers (CSPs) worldwide provide is undergoing a profound change. The days of offering limited voice, text and simplistic data packages are long gone. Needs of customers have changed, everyone needs single point destination for all their communication needs. Hence, it is becoming imperative for the operators to deliver bundled products and services. This imposes changes to the architecture that underpins the integration and presentation of products and services and their subsequent delivery to customers. Fragmented and disparate product catalogues used to store limited product offerings have passed their “best by” date.

To stay agile and competitive the revenue from each subscriber must be increased. This can be accomplished by standardizing the delivery of complex service choices and bundle options across numerous delivery channels, with a minimum of overhead.

In tandem, marketing departments must be able to beat the competition by creating easy ways of consuming products. Finally, CSPs must deliver simplicity and empower customers by presenting easy to understand offerings, all in one single place. This should include the ability for a customer to create unique personalized service bundles and select from payment propositions that best suit their individual needs.

Key Features

- Convergent – Leverage on the existing investments by unifying your service lines
- 360 Degrees Product view – Single destination for all product information
- Freedom of Choice – UPC’s dynamic product bundling capability allows your customer to purchase personalized offerings as per their preferences
- Improve chances of Sale – UPC’s intelligent recommendation engine helps showing most relevant products to the customers
- Create right offer for each segment – Price based on criteria such as Demography, Region, Customer type
- Differential Pricing – UPC decouples price from physical composition. That way you can have multiple offers on same product composition
- Product Performance Forecasting – Access the market performance, strategize product strategy

Key Benefits

- Reduces complexity associated with product bundling, enabling a more agile product strategy and ensuring faster time-to-market for new offerings
- Supports the rapid launch of products and services involving multiple back-end OSS and across multiple delivery channels
- Allows easy development and deployment of triple and quad-play service offerings
- Caters for multiple pricing strategies. Bundles can be sold for different prices based on delivery channel and rules



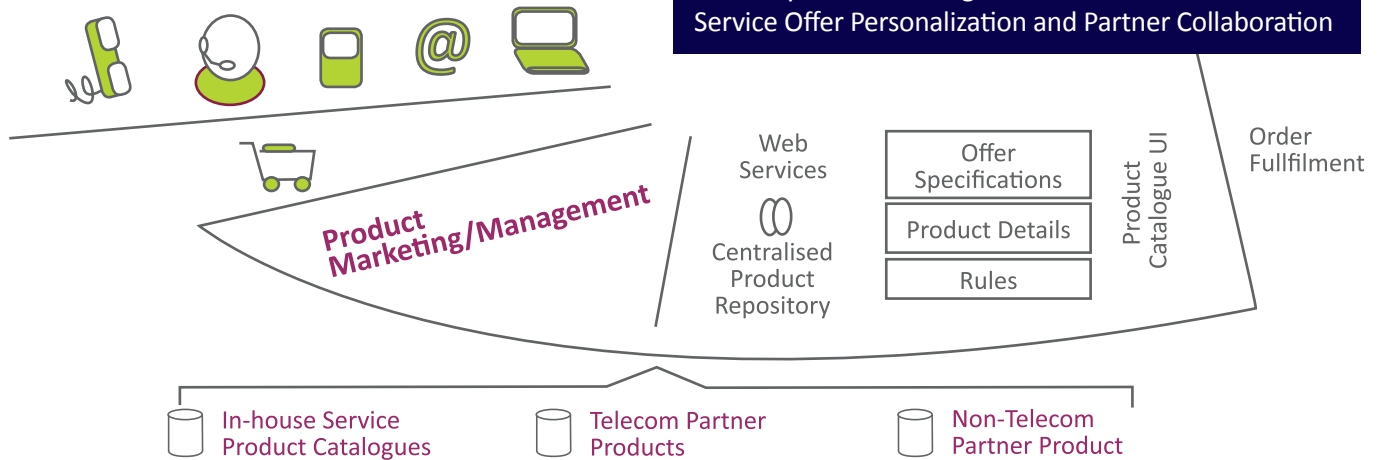
TECNOTREE

powering the digital marketplace

"It is imperative for CSPs to deliver all parts of a "solution offer" in the same manner regardless of the access method the customer may use. Meeting this need is much more than integrated "order management" for network connectivity. It implies the use of a common product and service catalog."

Stratecast/Frost & Sullivan White Paper,
February 2011: Meeting Customer Needs –
Service Offer Personalization and Partner Collaboration

Customer Touch Points



Product Overview

Tecnotree Agility™ Unified Product Catalogue provides a comprehensive solution for managing all products and services, from multiple lines of business originating from disparate and disparate product systems. The product design is based on the TeleManagement Forum Shared Information Data model (SID), and developed with three major layers: Definition, Application and Configuration. The consolidated repository provides a single view of all product information, such as price, place, distribution channel and product specifications, for proprietary and 3rd party products and services.

Tecnotree Agility™ allows you to rapidly respond to your changing customer needs and those of the market by supporting the rapid creation and deployment of new service offerings and bundles, ahead of your competition. In addition, Tecnotree Agility™ enables you to monitor product performance in real-time against your business plan and execute any corrections if required.

Tecnotree Agility™ Unified Product Catalogue facilitates the easy integration of your business support applications, such as CRM, PoS, Billing, Prepaid and ERP. Customer touch points are designed to support varying user requirement sets, such as those of your subscribers, customer support representatives, retail outlets, enterprise customers and your partners.

Service and bundle needs facilitate fulfilment by offering decomposed product details. Using inherited service activation parameters received from service specific applications, our order management system can actively provision your service request on the core application.

Reduce complexity and improve your competitive position with Tecnotree Agility™ Unified Product Catalogue by being first to market with a product mix that is always fresh.

About Tecnotree

Tecnotree is a global provider of a broad range of telecom IT solutions focused on charging, billing, customer care, messaging and content services. Tecnotree empowers communication service providers to create and monetize a broad marketplace of digital services, and augment value across the customer lifecycle. Acknowledged for agility and commitment, Tecnotree has more than 900 employees serving over 100 operators globally. Tecnotree is listed on the main list of NASDAQ OMX Helsinki Ltd. with the trading code TEM1V. For more information on Tecnotree visit www.tecnotree.com.



For more information on Tecnotree and its products and services, please visit www.tecnotree.com or email to marketing@tecnotree.com