

Tecnotree



**EMPOWER PRODUCT MARKETING WITH
A BUSINESS SAVVY VIEW TO YOUR
CENTRALIZED PRODUCT CATALOG**

Digital Catalog Manager



Associate
Member



Customer Behaviour has changed in the Digital Age

There is no doubt that digitization is now reshaping customer behavior and habits. Is your business keeping up with these changes? To thrive in a digital world, businesses need to understand their customers better than ever. Keeping on top of the latest trends can ensure that you identify opportunities early on, allowing you to adapt your offerings and keep ahead of the competition. This also means that you can assess challenges at an early stage to test and learn the best approaches.

It is becoming crucial for Communication Service Providers (CSPs) to deliver bundled products and services to match the growing needs of customers. In order to remain competitive, operators need to maximize the value delivered to every subscriber. To achieve this, CSPs need to provide personalized services and bundle options across numerous delivery channels, keeping overhead costs at a minimum.

Business Challenges

Inconsistent experiences
across channels



High turnaround times for
launching new offerings



Unable to support modern
and flexible pricing models



Inability to launch 5G ready
products



Disparate catalogs with no unified visibility of
operator, partner and value-added products



Complexity of creating new products
by business users



Tecnotree DCM

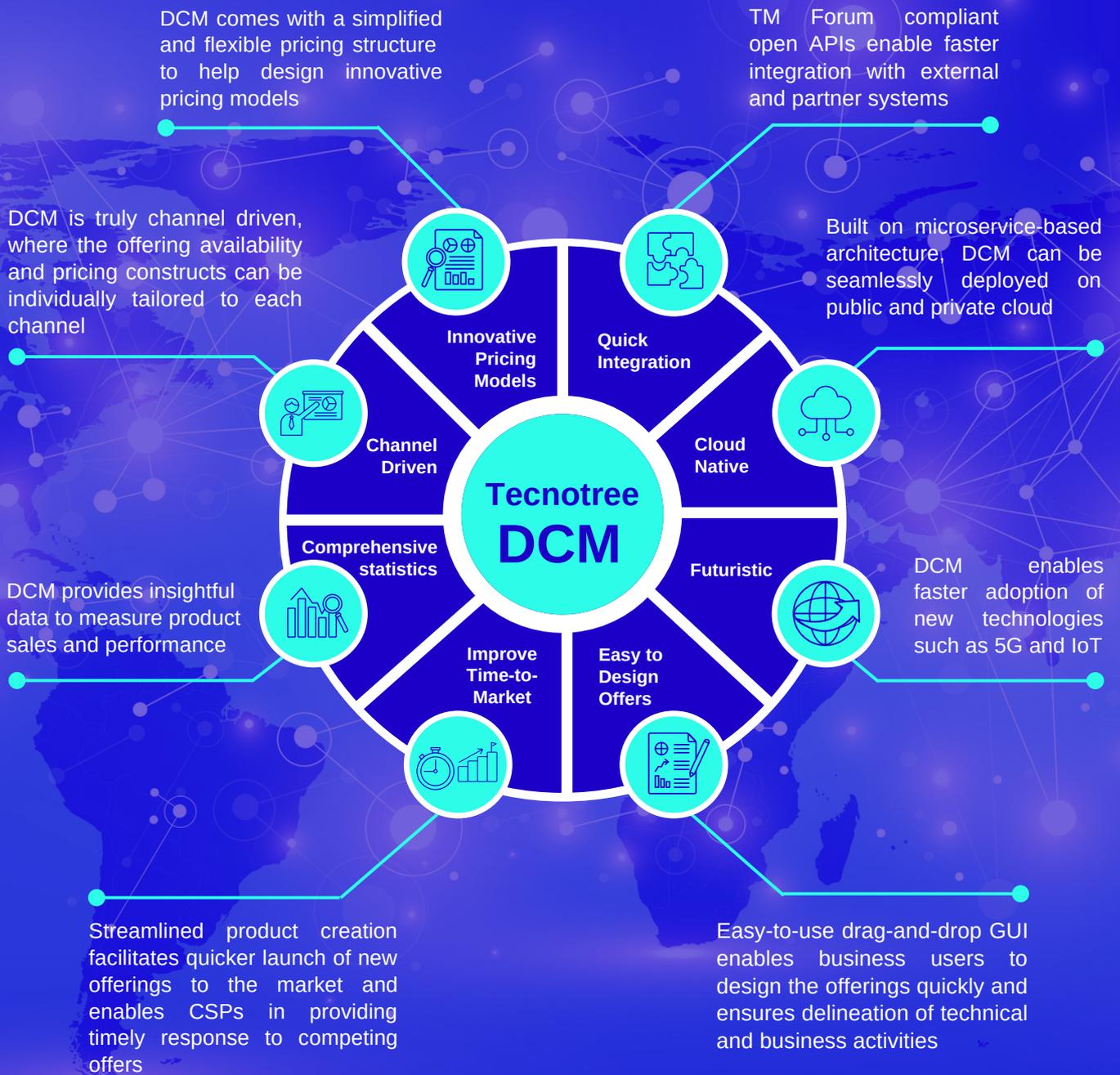
Digital Catalog Manager

Tecnotree Digital Catalog Manager (DCM) provides a comprehensive solution that unifies and presents the underlying products and services in a single, consistent view. If you're looking for tools to get back in the driver's seat and maximize value creation, then Digital Catalog Manager is the right solution as it provides the flexibility to create a whole mix of new products and services quickly and efficiently. It enables faster adaptation of new technologies such as 5G and accelerates the revenue growth through faster and innovative offerings in the market by eliminating costs of operational inefficiencies.



Associate
Member

DCM business values tailored for your business needs



Key Business Benefits



Competitive bundle creation

Bundling of operator & partner offerings to maximize the reach across different segments of subscribers



Improved customer experience

Serve your customers better by allowing them to pick and choose offerings and provide transparency on the charges involved



Improved operational efficiency

Process automation helps in creating innovative and faster offerings based on product performance analytics with self-sufficient product definitions and fulfilment configurations



Highly configurable

Allows easy configuration of multi-play service offerings



Personalized and targeted offerings

Digital Catalog Manager can push recommendations based on the offerings selected by the customer from various channels

For quotation and demo, contact your Tecnotree account manager or e-mail us at marketing@tecnotree.com



ABOUT TECNOTREE

Tecnotree is a global provider of telecom IT solutions for the management of products, customers and revenue. Tecnotree helps Communications Service Providers to transform their business towards a marketplace of modern and digital services. Tecnotree empowers service providers to monetize service bundles, provide personalized user experiences and augment value throughout the customer lifecycle. Tecnotree serves around 90 service providers in more than 70 countries. Tecnotree is listed on the main list of NASDAQ Helsinki with the trading code TEM1V.