

5G.
It's Going To
Change
Everything.



Are You Ready?

With 5G, Evolution Meets Revolution



A man with dark skin and curly hair, wearing a grey sweater, is seated at a desk in an office. He is looking down at a smartphone in his hands. In the background, another person is visible, and there are office plants and a lamp. The image is partially obscured by a large white diagonal shape that serves as a background for the text.

Speed. Capacity. Opportunity.

Greater speeds. Increased capacity. Network slicing. Millimeter wavelength. Edge computing. The long list of technical capabilities makes for a clear and compelling answer to the question, “What is 5G?”

As Telcos steadily move forward with their 5G deployment plans, their attention must also focus on the IT infrastructure they’ll need to extract value from their investments.

- > **Unlocking opportunity**
- > **Monetizing digital commerce**

**5G is going to
change everything.
Are you ready?**

Get Ready World. Things Are Speeding Up.

High speed. Low latency. Exponentially greater capacity. With speeds expected to be up to 100x faster than 4G, 5G enables both evolution and revolution.

Enable the Evolution

Texting friends. Watching videos. Snapping pics. Customers will still do all the things they're doing today, only with greater speed, lower latency and increased capacity. The ability to package and deliver those experiences in innovative and personal ways will be essential to market success.

Power the Revolution

Whether it's the next Snapchat, Pokémon Go, or whatever the latest new-new thing is, businesses and entrepreneurs will develop and launch modern digital experiences that were previously impossible with 4G networks.

**The future of digital
experience is here.
Will your business
be prepared for it?**

Take Back Control of the Network. Now.

Competition from OTT and digital players on the one hand. Falling connectivity prices on the other. Telcos should have a clear path to revenue. One that gives them the control they need to be more competitive today.

One that creates new opportunities for growth tomorrow, enabling Telco reinvention as they make the transition from a purveyor of connectivity to a provider of valuable services. 5G is about more than just speed and latency.

5G is about giving operators modern tools to reclaim ownership of their network. Are you ready?



The Essentials of a 5G Monetization Strategy



Digital-First. Digital-Now.

The time to take action is now.
The need for transformation, immediate.
There is no time to wait as waiting will
only make it harder to capitalize on
5G investments.

There is no time for legacy as it
requires betting your future on custom
solutions and slideware roadmaps.

The Path Forward is Clear.

Design.
Optimize.
Refine.



**Winning with digital
channels must start
today. Which path
will you choose?**

Unshackle Yourself From the Silos

Efficiency. Optimization.
Simplification. The customer
experience requirements to
win with 5G are clear.
The traditional way of building
systems around lines of service
and customer segments will
not serve the future.
New thinking powered by
new technology is the only
path forward.

Maximize the promise of 100x performance

Deliver every engagement in real-time, all the time,
while reducing infrastructure and operational costs.

Differentiate with customer experience

Consistent, accurate data available to every customer
and device, through every channel, is the core of better
customer experience.

Leverage the opportunity in complexity

Simplify IT systems by shifting to a single
“system of engagement” so that customer journeys
and monetization can be standardized and
automated across all lines of business.

**Eliminating silos can
create 5G investment
value. Can your IT
systems do that?**

Invest in Product. Hold the Change Requests.

Rapidly evolving customer expectations. Fast-changing markets. The need for flexibility. The existing approach to customized IT infrastructure is unsustainable. SaaS. Cloud-native. Packaged software. Operators must move beyond today's reliance on services and customization (read: change requests) and embrace a product-based approach to digital commerce.

Maximize the responsiveness of modern networks

Put an end to highly customized software that wasn't conceived for the fast-changing, customer-driven environments that 5G will enable.

Leverage the explosion of new devices

Choose flexible instead of rigid system design, unlock everything from types of users to kinds of devices so you can easily monetize new business verticals.

Monetize across the entire system

Optimize and eliminate overly-complex business processes that cannot operate in real-time. Empower commercial teams with the ability to innovate and use bundling and packaging to drive revenue.

**With massive
investments in 5G,
can IT systems
afford not to evolve?**

Show Me the 5G Money





The 5G Value Chain

Transforming IT infrastructure to deliver on key digital capabilities makes sense.

But, then what?

The marketplace is full of theoretical discussions and what-ifs. Yes, network slicing is interesting. Of course, things like ring-fenced security offer the potential to be transformational. Telcos need new technology that can cut through the noise and deliver to the bottom-line.

**Can your IT software
release the money in
the 5G value chain?**

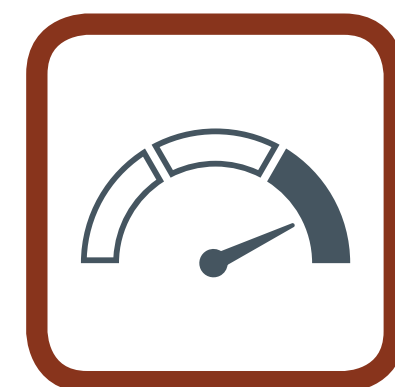
The Value of a Slice

The power of a network slice isn't the slice itself. Instead, it's what the slice represents — the ability to translate granular control of the network, combined with tuneability of experience, into personalized service offerings that can be monetized end-to-end, on-demand.



SMART FAMILY

Offers a one-stop solution capable of delivering differentiated service offerings, including mixes of speed, capacity and latency tuned to specific device and user requirements.



ENHANCED BANDWIDTH

Enables automatic, optimal QoS decisions for devices, in addition to service pooling, latency management and other value-added tools that improve experience.



SMALL-CELL-AS-A-SERVICE

Provides increased capacity and bandwidth such as for an Augmented Reality experience at an event venue.

**There's value
in a slice. Can you
unlock it?**

A close-up photograph of a complex industrial machine, likely a precision manufacturing or assembly line. A large, circular, metallic component with a central hole and internal rollers or bearings is the focal point. It is surrounded by various mechanical parts, cables, and structural elements. The lighting is bright, highlighting the metallic surfaces and the intricate details of the machinery.

There's Opportunity in IoT

More network capacity to support IoT at a mass scale. Differentiating types of traffic to prevent interference. Providing on-demand bandwidth for sensor reporting. By eliminating today's generic subscriptions and one-size-fits-all service models, 5G will offer new opportunities to create value through consumption-based models for connected things.

Leverage a unified platform to give IoT customers control over their connectivity costs while enabling them to monetize their devices and services.

- > **Unlock wholesale and retail value**
- > **Enable elastic connectivity capabilities**
- > **Innovate with enterprise solutions**

5G makes it possible to grow with IoT. Can your systems enable it?



Enterprise

Whether they're a large multinational or a "mom and pop" outfit, today's enterprise is rapidly transforming to stay competitive. From new revenue models to evolving service offerings, the drive for innovation in every vertical and region means that modern enterprise needs a better way to harness the power of digital. 5G has the power to make that happen.

- > **Advanced traffic management**
- > **Small-cells-as-a-service**
- > **Highly flexible plan offerings**

**5G unleashes
a whole new era
for enterprise.
Can you support it?**



The Future is Personal

Unique Experiences at Scale

Improving NPS. Delivering in the on-demand economy. Giving customers instant transparency and total control over how they spend and what they buy. In today's world of instant gratification, yesterday's rigid pricing and packaging models have already lost their relevance. In tomorrow's world, where every experience holds the potential to be personal, unique and valuable, Telcos will need the ability to use customer experience as a lever to drive new revenue with digital.



IMPROVE CUSTOMER EXPERIENCE

Customers will want personalized packages that fit their specific needs, empowerment to adjust and control their experience, complete transparency around pricing and consumption.



MONETIZE NETWORK INVESTMENTS

Telcos should have an IT infrastructure capable of charging in new ways for the innovative products and services that 5G enables.



REIMAGINE BUSINESS

Forget the limitations of legacy infrastructure and focus on creating possibilities based on a new IT stack, architected and optimized for a digital future.

**With 5G, the future
will be personal.
Can you support it?**

In Complexity Lies Possibility

5G will unlock a rich and highly multifaceted landscape of users demanding new and differentiated catalogs of offerings, plans and services capable of meeting their evolving needs. For Telcos, this explosion of complexity creates exciting possibilities for growth.

Vehicles. Buildings. Robots. New-New Things. With 5G, user types will expand beyond today's simplistic definitions of consumer and business.



UNLOCK OPPORTUNITY

Winning with 5G will require Telcos to quickly and efficiently create and test products and services that will develop into new revenue streams.



BOOST COMPETITIVENESS

Evolving consumer expectations will necessitate rapid transformation of the entirety of customer engagement, utilizing digital experiences to improve loyalty and reduce churn.



TRANSFORM OPERATIONS

Leveraging the high speed and low latency potential of 5G, success will depend on the seamless execution of every engagement from the core network all the way out to the device.

Monetizing 5G will require new digital capabilities. Will you be able to deliver?

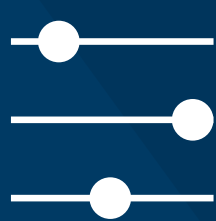
The Essentials of a 5G Monetization Strategy

Customer Experience



On-demand services, instant gratification

Instant responses enabling real-time customer engagement on-demand.



Total personalization and control

Experience-first offerings. Maximize value-perception. Enable customers with complete self-care.



Complete transparency of offers and pricing

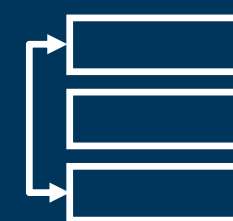
Reduce complaints. Improve loyalty. Fully accurate pricing and usage available on-demand.

Service Monetization



Agile offer creation

Eliminate costly customization. Improve speed-to-market. Boost competitiveness with agility.



Agile business model evolution

Respond to changing market forces. Expand into new business verticals.



Complex bundling of converged services

Eliminate redundant systems. Put an end to siloing of data. Leverage single source of digital commerce.



Restoring Trust in the Transformation

A Digital Commerce Platform Made for 5G

The MATRIXX Digital Commerce Platform, with its patented in-memory database and high-speed decision engine, was explicitly designed to handle the scale, agility and rigors that 5G will bring.

To meet the demands of 5G, there must be a platform that has the ability to manage a massive number of transactions per second across highly complex, richly featured services while maintaining consistent low latency performance.

- > **Proven high-performance capabilities already in-market**
- > **Single source of digital commerce making silos redundant**
- > **Product-based platform enabling business agility**



MATRIX Digital Commerce: Setting the High-Performance Benchmark for 5G

Control. Precision. Agility. High speed. High volume. High complexity.

The customer experience and service agility requirements for 5G will demand breakthrough performance that only MATRIX Digital Commerce can deliver.



Low Predictable Latency

Across billions of transactions — customer, device or network generated.



Absolute Precision

Consistent, accurate data instantly available to all channels 100% of the time.



Extreme Efficiency

High volume throughput + lightweight infrastructure = very low cost to serve.



Seamless Scalability

Stable, predictable performance. Single source of digital commerce eliminates redundancies.



Complete Availability

All user journeys and devices. Instant and total recovery from local and/or site failures.



Strong Business Agility

Configuration only. No custom code. No development. Rapidly respond to changing markets.



A Single Source of Digital Commerce

A single truth for balances. A single record for transactions. A unified platform making it possible to deliver across the range of 5G monetization opportunities.

Enable. Empower. Unlock.

SPEED: Consolidate all transactions and processes into a single, high-performance platform.

CONTROL: Deliver instant and precise real-time information across all systems.

AGILITY: Transform IT infrastructure into a modern, agile environment built to leverage change.

**Give your customers
the full benefit of
your 5G network
investments.
We are ready.**

MATRIX

Digital Commerce: Configure and Go

Works right out of the box, or in the cloud. A true product architected and engineered for the business agility that Telcos need to compete and win, today and tomorrow.

NO CUSTOM CODING

The majority of business needs can be met entirely via configuration. No long, expensive development/test cycles required.

MAXIMIZE BUSINESS VALUE

Avoid hidden costs, schedule delays and nightmarish upgrades. Reap the benefits of continuous investment in engineering and innovation.

CHOOSE A TRUE PRODUCT

Be prepared for where the industry is heading, not just where it's been.



We Are Ready.

MATRIXX Digital Commerce

5G. It's Going To Change Everything. We Are Ready. Are You?

[SCHEDULE A DEMO TODAY >](#)

Silicon Valley based MATRIXX Software is committed to helping Telcos reinvent themselves into leaders of the digital economy. Our multi-patented MATRIXX Digital Commerce Platform was built from scratch to serve as the foundation for next-generation IT architectures capable of powering rapid transformation. Through innovations in engineering, product, sales and deployment, we empower Communications Service Providers with the speed, agility and autonomy they need to give their customers modern, digital experiences.

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