



## **? Why Redknee**

### **Cross-product and cross vertical:**

Build, price, bundle, and launch today's most complex product and services across all customer segments.

### **Cross-channel product exposure:**

see and manage the entire service order lifecycle across all customer channels.

**Intuitive and user-friendly:** drag-and-drop capabilities so non-technical users can easily and quickly launch and update new products, promotions, bundles and services.

**Reduced IT effort:** uses pre-defined and extendable templates, which drastically reduces dependencies on IT.

### **Standards-based information**

**models:** Unified Product Catalog and Order Management conforms to industry standards such as the TM Forum Shared Information/Data (SID) model, reducing deployment time and costs.

# Unified Product Catalog and Order Management

## Catalog-driven BSS and Order Management

Today's digital economy has spurred an ever-growing portfolio of new products and services for all types of communications customers. Along with this their expectations have become 'Internet-like', where speed and simplicity are king. As customers become more demanding and digital services more complex, service providers can no longer rely on traditional approaches to product creation and delivery.

Time to market for new services is a critical differentiator in today's competitive market. Monetizing the digital economy requires an agile product catalog and order management system that simplifies and speeds up time to market by centralizing every aspect of product definition—from pricing rules to discounts, ease of configuration, charging, assurance and service delivery.

### › **Limitless Service Creation with Fast Delivery**

Redknee's catalogue-driven BSS and order management solution removes any limitations while opening new opportunities for building, pricing, bundling, launching, and delivering today's most complex product and services across all customer segments. New and innovative offerings can be launched and delivered faster with Redknee's centralized product catalogue, driving multi-channel selling, order entry, billing and order delivery. Pre-integrated with Redknee's comprehensive order management solution, Unified Order Management, ensures the highest efficiency and accuracy for service delivery.

### › **Intuitive and User-friendly**

Unified Product Catalog was designed with product and marketing teams in mind. The solution delivers an intuitive user interface with drag-and-drop capabilities, making it easy and quick to create and update new products, promotions, bundles and services. By leveraging reusable building blocks that model existing BSS/OSS capabilities, the solution makes execution of workflows required for order delivery seamless and automatic.

### › **See and Manage Orders Across any Channel**

Key to succeeding in the digital economy is providing a seamless and automated ordering experiences across all customer channels. Unified Order Management allows service providers to see and manage the entire service order lifecycle across all channels. Service providers can now deliver complex, multi-play bundles with the speed and accuracy



customers have come to expect. Regardless of where the order originates, our catalog-driven order management solution decomposes each order and then automatically executes the sequence of interdependent tasks necessary to successfully fulfill the order.

› **Drastically Reduce IT Efforts**

Traditional billing systems require IT staff to have a full-time role in the product definition process. Unified Product Catalog is pre-integrated with the Redknee Unified suite, making it easier and faster for product teams to create or change new commercial offerings. The solution leverages service and pricing templates from Unified Charging and Billing, exposing pre-defined and extendable templates that drastically reduce IT efforts when it comes to billing and order management. Further, automation of order fulfillment is fluid across the system with charging and billing happening without IT intervention.

› **Redknee Unified: Real-time Monetization Solution for the Digital Economy**

With its unique modular design and real-time rating, charging, billing and customer care capabilities, the Redknee Unified suite enables service providers to monetize new revenue streams, launch new services and deliver a comprehensive customer experience. Its commercial product catalog drives multi-channel selling, order entry, customer order delivery and billing while the solution's comprehensive order management and workflow capabilities ensure efficient and accurate order delivery.