



? Why Redknee?

Go to market faster with a modular, real-time monetization solution designed with the speed, flexibility and scalability that the growing digital economy demands.

Enable cross-product and cross vertical products and services. Build, price, bundle, and launch today's most complex product and services across all customer segments using a simple and intuitive GUI.

Support any-play offerings across any line of business, helping businesses to accelerate their growth plans and to be equipped for the future.

Improve profitability with contextual real-time upsell offerings across all customer touchpoints.

Adaptive customer experience across all channels. Create, deliver and manage services seamlessly across any channel—web, mobile, retail store and social media.

Increase subscriber loyalty by combining the real-time capabilities of transaction processing, analytics and campaigning to launch innovative loyalty programs, bringing value to both customers and retail partners.

Unparalleled resiliency with 5 9's High Availability and Disaster recovery.

Transform into a Digital Service Provider

Redknee Unified Digital Suite

A single, end-to-end converged billing solution for monetizing the entire digital economy—no matter the type of service, customer or business model—and delivering a unique omni-channel customer experience.

Today's digital economy has spurred an ever-growing portfolio of new products and services for all types of customers. What's more, transparency, speed, and simplicity are paramount to the customer experience. As customer expectations continue to evolve and as digital services become more complex, CSPs can no longer rely on traditional approaches to serve the next generation of digital customers. Business agility is also driving change for CSPs to support the end-to-end customer journey.

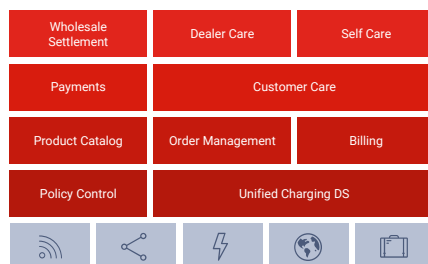
The Redknee Unified Digital Suite is helping CSPs transform into Digital Service Providers (DSPs). Our Digital Suite provides the speed, flexibility and scalability that the growing digital economy demands, including:

- **Agile product catalogue** that simplifies and speeds up time to market by centralizing every aspect of product management —from pricing rules to discounts, ease of configuration, product packaging and bundling, and product life cycle management.
- **Integrated CRM & order management** that not only helps accelerate customer acquisition by providing familiar & intuitive GUIs, but also helps in efficient order management by providing step-by-step product selection and order capture process along with consistent order validation, de-composition, and fulfilment process.
- **Real-time rating & charging** that allows CSPs to have more meaningful engagement with their customers; providing personalized & contextual real-time offers that are simple, transparent, and easy to use.
- **Omni-channel Customer Care** that significantly improve the customer experience with its full range of digital self-care channels and consistent, up-to-date information. A complete 360 degree view of the customer.
- **Efficient Billing & Payments** to quickly realize revenues and prevent revenue leakage. The configuration driven, rules-based billing supports multiple payments methods, produces a single bill for all services, provides efficient dunning and collections mechanism. A flexible payment & recharge handling system for pre- and post-paid customers across all service segments is also included.



Redknee Unified Digital Suite

Redknee Unified Digital Suite provides the flexibility and agility service providers need to evolve their product and service offering for the digital age and beyond



Fully pre-integrated
Pre-packed end-to-end real-time BSS stack for rapid launch and Low TCO

Real-time 'Smart' Offers
Cross-service promotions | 100+ pre-configured promotions

Any-Play Monetization
Cross-Channel services | Billing and CRM evolution | Complex service bundles

Digital Customer Journey
UX-driven self care features | Single Shop view through all Omni-channels

Catalogue Driven BSS
Integrated Order Management | End-to-end service fulfillment

POWERED BY

Cloud/Virtualization deployment options
100% Virtualized | VmWare support | Oracle-free option

Multi-tenancy
100% Software multi-tenant for rapid on-boarding

Highlights of Redknee Unified Digital Suite

Fully Pre-Integrated Stack

- › Pre-packed end-to-end real-time BSS stack for rapid launch and low TCO

Centralized Product Catalogue

- › Deliver any-play bundles with the speed and accuracy customers have come to expect with one catalogue

Omni-Channel Care

- › Benefit from UX-driven self-care features and get single view across all channels

Intuitive User Interface

- › Intuitive, drag-and-drop UI to quickly create new products, promotions, bundles and services

Pre-Configured Promotions

- › Provide cross-service promotions in real-time and utilize 100 pre-configured promotions

Fully Virtualized

- › Available on premise or via hosted cloud / SaaS model, supporting latest NFV standards

Multi-Tenant

- › Rapid onboarding and hosting for MVNOs or second brands on the same system

› Real-time Monetization for the Digital Economy

The Redknee Unified Digital Suite transcends traditional billing and redefines the entire customer lifecycle, providing significant benefits as CSPs begin to transform into digital service providers.

- **Monetizing any service, any market and any device** so that Digital Service Providers can offer innovative service bundles and apply real-time incentives across the lines of business.
- **Increased marketing agility** to marketing and sales teams can motivate customers towards more valuable service usage and spending – intelligently pricing offerings and services in ways that are meaningful and attractive to the customers.
- **A more powerful, more connected customer experience** allows customers to use the method of engagement they prefer, and to receive uniform support across all channels.
- **Faster, leaner and more agile operations** for the DSP is granted through fully virtualized BSS stack, supporting NFV standards private cloud deployment.

› Start Your Digital Transformation Today

Redknee Unified Digital Suite combines the power of its pre-packaged real-time capabilities with the flexibility, reliability and scalability necessary to transform into a digital service provider. Whether launching new digital services, creating new lines of business or looking to achieve more agile operations, Redknee helps service providers accelerate the path to becoming a digital service provider.

For more information about Redknee's real-time monetization software, contact sales@redknee.com.