

MONETIZING 5G AND IoT OPPORTUNITIES WITH OPTIVA'S **DEDICATED 5G STACK**



KEY CHALLENGES OF 5G MONETIZATION AS A PART OF LEGACY SYSTEM

- Inflexible legacy systems
- Disruption risk to existing business
- Heavy operations process
- Upgrade complexities
- Scalability issues

ROLLING OUT NEW 5G SERVICES WHILE ENSURING EXISTING SERVICES ARE UNDISRUPTED IS CHALLENGING

CSPs are focusing efforts on building 5G capabilities to expand network coverage and capacity without impacting their existing 3/4G and other services. To immediately capitalize on the 5G wave and establish market leadership, the first use cases and services CSPs are rolling out are fixed wireless access and high-performant mobile broadband services. They are doing so while also committing quality of service (QoS), guaranteed bandwidth, service availability, latency, and more to deliver enhanced customer experience.

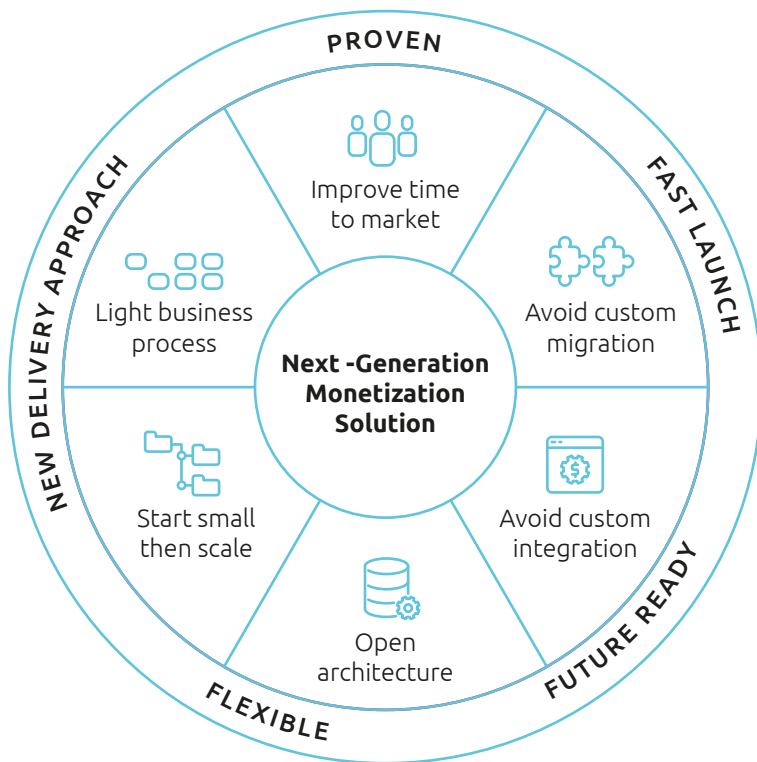
However, monetizing 5G and IoT is easier said than done. CSPs face a wall of difficulties when they do so with their legacy systems deployed years ago.



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DEDICATED 5G MONETIZATION STACK - THE WAY FORWARD

CSPs need proven, flexible, and future-ready, next-generation 5G monetization solutions. A dedicated 5G stack with a fast and new delivery approach overcomes the inflexibility and agility challenges of existing legacy deployments. It does so without impacting ongoing business operations and allowing the fast launch of new services and commercial models.



ADVANTAGES TO CSPs

Go live in 12 weeks or less with innovative and agile delivery approach

Business velocity to launch new offers in minutes

Deliver customer experience by ensuring quality of 5G service

Monetize changing customer needs by leveraging usage analytics to develop tailored plans

Tap into innovation with scalable cloud-native application available on both public and private cloud

Operational excellence with lower TCO and reduced risk

INTRODUCING OPTIVA'S 5G AND IoT MONETIZATION SOLUTIONS

With more than 20 years of experience, Optiva has unmatched expertise in enabling CSPs across the globe to monetize 5G opportunities. Optiva offers a full spectrum of **end-to-end, cloud-native**, and centrally managed **next-generation monetization solutions** that encompasses convergent charging, business support systems (BSS), and policy to cater to CSPs specific business needs.

We support CSPs to quickly monetize their 5G services and additional potential services (e.g., partner offering, OTT, IoT, etc.) in 90 days or less without impacting their existing business operations. Our **dedicated 5G charging stack** overcomes the complications of upgrading an existing legacy charging engine, such as migration and integration complexities, business operation disruptions, and inefficient utilization of time and resources.

Optiva's revolutionary monetization offering is **centrally managed** and **delivered as SaaS** on public and private cloud. By leveraging CI/CD and cloud automation tools, it simplifies the rollout of new features with zero downtime and at a faster velocity to drive innovation. Our **future-ready** solution is based on open architecture, and it enables the easy integration of new partners and continuous technology upgrades that eliminate costly IT development and prevent service disruption.



CASE STUDY A TIER 1 OPERATOR IN APAC

A TIER 1 OPERATOR IN APAC ACHIEVED AGILITY AND 20% REVENUE GROWTH WITH OPTIVA

Optiva deployed a dedicated charging stack for a tier 1 operator in APAC with more than 200 million subscribers. The project took only **four months** for the production launch of the solution. After deployment of the next-generation charging stack, CSP enjoyed 20% revenue growth. With the stack's built-in analytics capabilities, it has also been able to deliver an increasingly **personalized subscriber experience** by providing highly tailored offers. Further, it has gained agility to launch campaigns in real time to meet customers' needs.

OPTIVA'S DIFFERENTIATING KEY FEATURES

Rich set of monetization capabilities: More than 120+ market-proven and ready-to-use, out-of-the-box (OOTB) product templates to configure and launch new offers in minutes.

Real-time 5G charging: Charge 5G and IoT services based on different attributes, such as network slice bandwidth, QoS, policy, SLA, geographic location, etc. across all types of services (e.g., fixed, mobile, TV, sensor, enterprise) and business models (e.g., prepaid, postpaid, subscription) in real time.

Innovative monetization functionalities for 5G and IoT: Value-based charging based on data traffic patterns and business needs to monetize IoT use cases while optimizing total cost of ownership (TCO). Distributed charging on the edge to cater low-latency use cases in an efficient manner.

Real-time insights & triggering: AI-driven, real-time customer insights to predict customer behavior, e.g., based on their location or usage to promote or up/cross sell new offers, and optimize plans on the fly deliver superior customer experience.

Embedded policy control ensuring QoS and customer experience: Consistently monitor the network and system to take corrective actions to match the promised network quality. Pre-integrated charging and policy-enabled session quality management, policy authorization, user equipment extension authorization, and more to delivering customer experience.

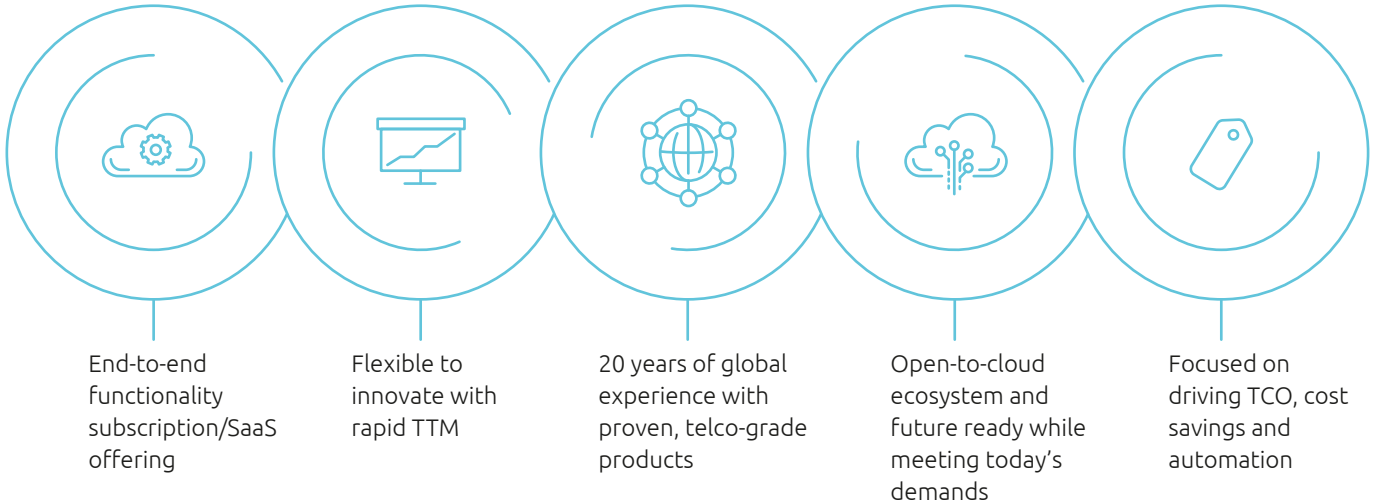
Partner integration: Standardized "plug and play" APIs for creating a true revenue-generating partner ecosystem. Open architecture enables third-party solutions to be part of your service portfolio and monetization opportunities.

Centrally managed cloud-based technology: Gain operational agility to swiftly roll out new features with zero downtime by leveraging CI/CD pipelines. Meet growing compute and capacity demand by quickly and cost effectively scaling your system.



GUIDING TELCOS AROUND THE GLOBE

WHY OPTIVA



INDUSTRY RECOGNITIONS FOR OUR CLOUD NATIVE SOLUTIONS



Finalist in TM Forum's 2020 Excellence Awards, **Cloud-Native IT and Agility**

July 2020



Shortlisted for Light Reading's Leading Lights, **Most Innovative Telco Cloud Product Strategy**

June 2020



Optiva named a **MARKET DISRUPTOR** with a clear vision on public cloud

November 2019



Shortlisted for Global Telecoms Awards, **Innovating in the Cloud**

September 2019



ABOUT OPTIVA

Optiva Inc. is a leading provider of mission-critical, cloud-native revenue management software for the telecommunications industry.

Our products are delivered globally on the private and public cloud. Optiva solutions help service providers maximize digital, 5G, IoT, and emerging market opportunities to achieve business success. Established in 1999, Optiva Inc. is on the Toronto Stock Exchange (TSX:OPT).



For more information, visit our website at www.optiva.com