Digital BSS for Digital Brands

Exceed
Everyday

Market competition, saturation and diversification requires CSPs to apply new strategies and new business models, so that they can target new segments and address specific demands in a more tailored way. This often translates into launching new digital brands, sub-brands or MVNOs. In this context, differentiating capabilities, speed and flexibility are essential strategic enablers that distinguish the operator in a saturated market.

WHY ETIYA DIGITAL BSS FOR DIGITAL BRANDS?

Etiya Digital BSS for Digital Brands provides you with all the appropriate tools **to make your brand unique**. You can achieve **viral business growth** through excellent CX, while creating a **future-proof** BSS stack enabling continuous adaptation to changing demands.

We offer a cutting-edge BSS solution **for greenfield digital brands**, ensuring fast deployment, agile capabilities, and quick value creation.

We are more than just a technology provider—we are a **lifetime strategic partner, securing strategic outcomes from launch to evolution.**

BENEFITS AND KEY BUSINESS OUTCOMES WITH ETIYA'S DIGITAL BSS FOR DIGITAL BRANDS

- Comprehensive BSS baseline offer extendable into a full BSS technology stack, suitable for various needs, markets and segments
- Rapid launch of unique new brands & disruptive products, adding value to your business fast,
- Diversification through vertical and horizontal expansion with no extra IT investments, or long development cycles for rapid monetization.
- Differentiating viral customer engagements to enhance customer satisfaction, build brand advocacy and improve CLV
- Advanced AI functionalities, insights-based, hyper-personalized products and services for more effective acquisition and retention
- Future-proof technology, automation, and Managed Services to streamline operations, reduce costs and focus on value creation to customers.

10 months from business concept to rollout

Number of CSRs needed cut by 90%

50% less likelihood of churn for loyalty program participants

ADVANCED TECHNOLOGY TO ENABLE MARKET DISRUPTION AND EXCELLENT CUSTOMER EXPERIENCES

AI-powered Digital BSS for greenfield digital brands looking for differentiation and CX excellence

Efficiency, Agility & Cost Reduction	CX-focused, AI-driven Customer Engagements	Improved Monetization & Revenue Growth	Trusted Advisor & Lifetime Partner
▪ 100% digital BSS, cloud native, future-proof ▪ Pay-as-you-grow, cost-efficient upgrades. ▪ Experiment, and launch new products in hours	▪ Deep customer insights, AI-powered predictions ▪ Proactive engagements, hyper-personalization ▪ Differentiating loyalty program fueling viral growth	▪ Drive revenue with disruptive, unique digital brands ▪ Flexible business models for dynamic adaptation ▪ Seamless integration with 3rd party ecosystems	▪ Greenfield digital brands from launch to evolution. ▪ Innovation & industry leadership with strong proven heritage. ▪ Differentiation with tailored, brand-specific experiences

ETIYA

SPEEDING VALUE TO YOUR BUSINESS

Faster Time to Revenue	▪ Earlier Go-live and Customer Onboarding ▪ Shorter acquisition time, higher conversion rates ▪ Viral revenue growth & faster ROI	**Reduced Risk**	▪ Better alignment between business and IT ▪ Early engagement of business stakeholders ▪ Envisage target processes earlier
Differentiating CX & Brand Reputation	▪ Hyper-personalized, highly engaging digital CX ▪ Consistent, rapid and omnichannel service delivery ▪ AI-powered proactive engagements	**Reduced Costs/TCO**	▪ Cloud-native operation and managed services ▪ Automation and focus on 100% digital channels/services ▪ Reduced setup cost and cost of customer acquisition

A FUTURE-PROOF STACK SUPPORTING SUSTAINABLE GROWTH

A SaaS BSS platform providing unmatched innovation, adaptability and scalability. Its multi-tenant design supports the efficient launch of multiple brands on a single platform, using synergies and reducing costs, while maintaining distinct brand identities. Global CSPs can also manage multiple markets seamlessly.

Modularity and industry standards ensuring easy integration & agility

- Microservices based digital platform for agility and fast time-to-market
- Highly flexible, scalable & adaptable to support growth
- Compliant with TM Forum ODA standards & principles, using Open APIs
- APIs designed to facilitate partnerships, to support ecosystem monetization opportunities
- DevOps methodology, CI/CD
- Out-of-the-box platform with pre-defined customer journeys
- Go-live in months, not years

Cloud-native, for scalability, cost-efficiency in operation & maintenance

- SaaS, in private/public cloud, hybrid, or on-premise
- Cloud-native technologies (Kubernetes, Istio, HELM, Argo CD)
- Managed Service operational model
- Fast deployment, lower up-front CapEx
- Scalable pay-as-you-grow SaaS models, evergreen software, no downtime for upgrades
- Strategic partnership with AWS and Microsoft Azure, compliance with Google Cloud
- Headless for scalability & sustainability
- Security and regulatory compliance

Integrated AI technologies and advanced capabilities

- Deep customer insights and predictive analytics to forecast behaviour and demand
- Recommendation engine, GenAI-based Virtual Assistants, Digital Twin (optional)
- Intelligent automation and customer journey optimization
- Resource optimization
- Proactive engagement, hyper- personalization, context-aware experiences
- Low-code / No-code configuration, zero-touch operation

aws PARTNER

CAMARA THE TELCO GLOBAL API ALLIANCE

Pipeline INNOVATION AWARD WINNER 2024

OPEN API CERTIFIED

ABOUT ETIYA

Etiya is a leading software company providing customer experience-focused, AI-driven Digital Transformation with its **award-winning product portfolio**, and also disruptive BSS solutions for Digital Brands from launch to evolution.

Etiya aims to be a trusted long-term partner for service providers offering strategic enablers and industry standards compliant, sustainable software solutions. Its microservices-based architecture, DevOps methodology, and AI-driven portfolio provide a competitive advantage to its customers by bringing agility and flexibility into their business, and enabling market differentiation.

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