



**DIGITAL BUSINESS
PLATFORMS**
for Digital Brands

Exceed
Everyday

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

Why Etiya for Digital Brands?

With two decades of global expertise, award winning innovations and successful projects, we offer a cutting-edge, future-proof BSS solution for greenfield digital brands, ensuring fast deployment, agile capabilities, and quick value creation. You can launch your new digital brand in months, meeting your target segment's needs in a unique and differentiating manner. Our approach aligns strategic objectives with business models and technologies, translating customer insights into effective holistic solutions. We aim to become your lifelong partner, securing strategic outcomes from launch through ongoing evolution.

We Make Your Business Unique

We enable you to stand out from the crowd with an insights-based approach, and through holistic solutions that align offerings and operations with strategic goals and target customer persona, drive profitable growth, and enhance market competitiveness through superior customer experiences.

Etiya's commitment to industry standards provide operators with reliable, certified solutions, ensuring a seamless customer journey through future-proof technology and a flexible ecosystem.

We Make Your Offering Viral

With tailored brand offerings you can create personalized customer experiences, products and solutions that resonate with specific subscriber needs, boosting acquisition and retention.

A differentiating loyalty program, uniquely combining advanced gamification, community building, and AI capabilities enables you to craft highly engaging and rewarding experiences, building long-term emotional bonds with customers, and bringing viral growth.

You can leverage the power of AI for proactive, predictive offerings, driving customer engagement and new revenue opportunities through deep insights and optimized journeys.

We Make Your Organization Timely Adaptive

With tailored solutions, you can enhance flexibility and adaptability, crucial for disruptive brands to thrive. Boost responsiveness, efficiency, and time-to-market, ensuring sustainable revenue growth by focusing on customer satisfaction.

A Managed Services operational model, uniquely combining advanced technology and ongoing support, enables you to streamline operations, to operate with small teams focusing on strategic growth and product development. Combined with our lifetime partnership, flexibility and adaptability, this fosters competitive advantage and profitability while navigating challenges and responding swiftly to market dynamics.

You can leverage a future-proof IT solution for adaptability and operational efficiency. Full technology stack coverage and cloud-native technologies (Kubernetes, Istio, HELM, Argo CD) enable seamless integration, rapid market entry, and scalability, ensuring sustainability and customer satisfaction.

Flexible commercial models provide tailored solutions for diverse business needs.

What does ETIYA’s Digital Business Platform for Digital Brands Offer?

A comprehensive BSS baseline offer, that Etiya can extend into a full Digital Brand technology stack, covering a wide range of operator needs, suitable for various market environments and customer segment expectations.

- Launch the baseline or the disruptive price plans quickly, and start adding value to your business fast;
- Introduce differentiating viral customer engagement schemes that enhance customer experiences and build brand advocacy;
- Use AI functionalities to offer insights-based personalized products and services for more effective acquisition and retention;
- Use our managed services to streamline your operation and focus on value creation to your customers.

We Deliver Value Fast to your Business

<p>Faster Time to Revenue</p>	<ul style="list-style-type: none"> ■ Earlier Go-live and Start onboarding customer sooner ■ Shorter time to acquire a subscriber at higher conversion rate ■ Higher viral revenue growth and faster Return on Investment (ROI)
<p>Reduced Risk</p>	<ul style="list-style-type: none"> ■ Engage business stakeholders earlier ■ Envisage target processes earlier ■ Better alignment between business and IT
<p>Differentiating Customer Experience and Brand Reputation</p>	<ul style="list-style-type: none"> ■ Deliver superior and highly engaging digital experiences ■ TM Forum Framework aligned processes for consistent service delivery ■ Proactive service management through AI & Automation
<p>Reduced Costs / TCO</p>	<ul style="list-style-type: none"> ■ Maximize value from rich off-the-shelf solution capabilities ■ Reduce cost of IT operations by leveraging cloud-native automation and managed services ■ Reduced setup cost and cost of customer acquisition

Future-proof BSS Capabilities Tailored to your Digital Brand

Etiya's Digital BSS for Digital Brands is a cloud-native platform, built in compliance with ODA principles, using microservices and Open APIs for seamless integration, flexibility and scalability to support sustainable business growth. It empowers businesses with future-proof solutions, featuring Low Code / No Code capabilities and Zero-Touch operations ensuring unparalleled adaptability and rapid time-to-market.

With its highly advanced AI capabilities, including Digital Twin and GenAI it enables operators to personalize products and services, automate business processes and elevate customer journeys for exceptional customer experiences. You can leverage deep customer insights to craft tailored campaigns that boost conversion rates, increase revenues and enhance customer lifetime value.

The platform's unique and industry-proven loyalty program is designed to elevate customer engagement and drive viral growth through gamification and community building.

Etiya's Digital Business Platform for Digital Brands offers a catalog-driven end-to-end purchase experience for mobile and fixed products, and customer service functionalities tailored to the needs of Digital Brands with comprehensive self-care opportunities online and through a virtual assistant.

Our offer includes a variety of packages designed to meet the specific needs of digital brands, to accommodate diverse requirements, and support these operators as their business grows.

Are you Looking for More?

Depending on your specific needs, we can offer further options to streamline your operation, to further elevate your business capabilities, and to increase your customers' satisfaction.

- Customization options that suit your business and your target segment the best;
- Optimizing your TCO through selective reuse of legacy operator assets and integration to existing partner systems;
- Multi-Brand BSS platform capabilities for operators managing multiple digital brands;
- The latest AI capabilities, like Digital Twin; Customer Lifecycle Value (CLV) model; GenAI-powered tools; advanced campaign management functions.