



FIZZ

Exceed
Everyday



ETIYA

VIDEOTRON'S ALL-DIGITAL MOBILE SERVICES BRAND, FIZZ, WENT FROM CONCEPT TO LAUNCH IN 10 MONTHS USING ETIYA ON AWS

Instead of following a long and costly process to modify its legacy systems, Videotron launched Fizz, a completely separate company and mobile and Internet brand to target smart digital consumers. Fizz provides a 100% digital, 100% on line customer experience, completely disrupting the market. There are no retail stores and no fixed-term contracts. The customer's digital journey is a fun gaming experience with a community feel. Etiya provided the end-to-end digital solution on AWS that enabled Fizz to build and deliver a completely new business and company in 10 months. Etiya also manages the Fizz network and operations.

ABOUT FIZZ

Fizz (www.fizz.ca) is part of Videotron, an integrated communications company engaged in cable television, interactive multimedia development, Internet access, cable telephone, and mobile telephone services for the Quebec market. Its Fizz mobile and Internet digital brand operates independently from the parent company. Videotron is a leader in new technologies with its Helix home entertainment and management platform and its Club illico over-the-top video service. Videotron is also the Quebec leader in high-speed Internet access.

The pitfalls of traditional digital transformations

We hear all the time about how telcos need to digitally transform themselves to compete with agile pure-play digital service providers, but for many operators it's tough to digitalize decades worth of legacy gear, processes, and business models. In many cases digital transformations have been complete failures, with massive budget overruns and nothing to show for years of effort. The traditional telco approach of spending months, or even years, building and trying to perfect a new product before launching it to see if users want it is just not viable in the digital economy.

Some operators follow a standard mobile virtual network operator (MVNO) strategy; however, that requires capital expenditures in business support systems (BSS), core network and applications platforms, and computing infrastructure.

These approaches require significant up-front expenditures, take years to accomplish before the first customer can be engaged, and have high costs of integration with existing systems.

Fizz: A disruptive digital transformation business model

Quebec's Videotron opted for different way to go digital - create a separate and independent digital brand. Videotron chose a virtualized service provider (VSP) business model, using virtualized software running on AWS to provide the entire business and network infrastructure. This enabled low initial investment, fast implementation times, and low-cost scalable operations for both mobile and Internet services.

All the infrastructure was put in place to run the business, including fast rollout of a separate mobile network (home location registers, service control points, packet gateways, etc.) for the mobile services and integration into Videotron's existing network for the broadband services. In addition, a small new call center was set up and a new 24x7 network operations center for surveillance and alarming, as well as OSS, BSS, and managed services to run the business.

The Fizz business model provides the customer a completely digital experience.

An entirely new customer experience

Fizz was designed from scratch as a 100% digital, 100% online experience. The project goal was to have a very simple experience where a customer can do all of their transactions themselves, including self-management of services, thus effectively eliminating the need to interact with customer service representatives (CSRs).

There are no physical retail stores or pre-bundled packages. Customers just go to the Fizz website (Fizz.ca), register, and assemble the plan they want. SIMs are delivered within a few hours, and activation occurs immediately.

But Fizz's on line presence isn't just an e-commerce website. It's also a community hub and more like a social media platform than a mobile operator. Fizz refers to subscribers as "members" of the Fizz community, not as customers. In fact, you don't even have to subscribe to an active service to join the community- members can explore the brand without any commitment.

The member experience is built around the concepts of community, loyalty, and brand ambassadors, in which customer retention is predicated on sticky loyalty, not churn prevention. The experience is built on gamification and collaboration with other members. Every member action is part of the game's points system. Points are awarded for staying with Fizz, participating in the Community Hub, purchasing add-ons, gifting spare data to a friend, etc.

Creating Fizz with ETIYA's agile open architecture

Given this business vision, the Fizz requirements included the ability to:

- Provide for near-instant provisioning of services and immediate activation under user control,
- Provide all customer operations, including self-service operations, in bilingual formats (French, English),
- Have flexible usage groups, with the ability to move usage allowances amongst members,
- Give corporate accounts direct control of user services,
- Enable as low as possible up-front CAPEX and OPEX costs,
- Design all-digital, AI-driven customer experience journeys.

Etiya was selected for the Fizz implementation based on its proven record for delivery, for providing turnkey, end-to-end digital transformations, and for its focus on creating digital customer experiences.

At the heart of Fizz's business is Etiya's Digital Business Platform. The Etiya platform relieves Fizz from the burdens of implementing the entire core network, operations (OSS), and business (BSS) infrastructure. Etiya also provides those to Fizz as a managed service.

The ETIYA platform consists of 4 main logical layers:

- The Customer Experience Layer contains all customer-facing solution components
- The BSS Layer contains all the sub-brand employee-facing components and underlying BSS components
- The OSS layer contains the operational support systems used to manage the underlying network layer
- The Network Layer contains the mobile core network components, the broadband network, and future platforms

The Etiya solution makes maximum use of cloud technology, pre-integrated software components, and artificial intelligence systems to enable low initial investment and low-cost, scalable operations. Its efficient service offering is based on a user-controlled digital-centric customer experience. Since all the software is provided on AWS computing infrastructure there is no need for data center infrastructure.

Fizz has the flexibility and agility to adapt to changing market and customer needs because Etiya's Digital Business Platform is built - from the beginning - as an open platform with API-driven open architecture and modern software design (e.g., microservices) and delivery (e.g., DevOps). It is developed in full conformance to **TM Forum Open Digital Framework**, TM Forum's blueprint for enabling successful business transformation. **Open API** standards are followed thoroughly across all domains.

The platform also follows the **TM Forum Customer Experience Management Lifecycle Model** to encapsulate the digital journeys and feed into the gamification engine to drive the overall member experience. All transactions are captured and every process parameterized, enabling Fizz to quickly create highly dynamic scenarios.

To minimize CSR involvement Etiya provided automated email/SMS notifications, as well as automated ticket creation and escalation, responses, refunds, and so on. AI was used for in-context chatbots, ticket categorization, and ticket escalation.

The platform enabled customer empowerment by providing all interactions on line (activation/MNP, payments/refunds, plan management, etc.) and gave customers access to detailed information on their accounts.

From concept to Fizz launch in 10 months

Fizz completely disrupted the marketplace thanks to Etiya's technologies and support and the virtualized cloud environment.



The team's focus was on agility and speed, so many of the requirements were developed on the fly as a joint Fizz/Etiya team. It was quite a feat to launch the company in its entirety in 10 months - and to do so with fewer than 30 core people. ”

says Pierre Bonin, CIO of Videotron

The key business results were:

- Fizz went from a business concept to live launch (including network rollouts) in 10 months.
- Etiya's end-to-end digital platform was implemented in < 6 months, thanks to the extensive use of a pre-defined platform, outsourced operations, and AWS infrastructure.
- The open platform with API-driven open architecture and modern software design and delivery gave Fizz the flexibility and agility needed to adapt quickly to changing market and customer needs.
- The team saved time by relying on focus groups and surveys to determine what the customers wanted before building the products; they didn't wait to define all the requirements in advance.
- The service was launched in beta and details fine-tuned as it went along, incorporating member feedback.
- Members can do 100% of their transactions themselves without needing to access the call center.
- The number of CSRs were reduced by up to 90%.
- The outsourced network and OSS infrastructure reduced the number of IT personnel required.
- The result has been low initial investment and operating costs that more closely align with operator revenues as the brand grows.
- Fizz and Etiya were the winners of TM Forum's 2019 Excellence Award for 'Disruptive Innovation'.



Propagating the Fizz success

One of the key elements powering the Fizz brand was its hybrid cloud environment. This model proved to be so successful that Videotron used it as an inspiration for another new service called Helix, a multi-device TV and Internet platform service launched in August 2019, that replaces Videotron's legacy TV and Internet service. Helix also uses a hybrid cloud architecture that includes a 100% digital BSS supplied by Etiya that runs on AWS.

Watch the Excellence Award video at <https://www.youtube.com/watch?v=rOwyPrpBZYQ&t=14s>



ABOUT ETIYA

Etiya is a leading software company providing customer experience-focused AI-driven Digital Transformation with its award-winning product portfolio.

Etiya's microservice-based architecture, DevOps methodology, and AI-driven portfolio offer a competitive advantage, bringing agility to its customers' businesses. It provides turnkey, end-to-end digital transformation to many customers worldwide. Its products have been successfully implemented and proven in Tier1 service providers and have the scalability to handle millions of orders per day. Etiya's products and solutions are developed in line with TM Forum's ODA standards and principles and use Open APIs allowing easy integration and enabling CSPs to enhance their flexibility in digital operations. Etiya's business processes and business entities are certified to the latest TM Forum standards, TM Forum Framework version 21.0, and achieved the highest number of conformant TM Forum Business Process Framework Level 3 Certifications and SID entities of any vendor. The company has achieved a Platinum level Open API conformance certification with TM Forum, and it is also a member of the CAMARA Open API initiative.

Founded in 2004, Etiya has more than 1,600 highly qualified employees and offices in 3 continents.

Learn more about Etiya's digital transformation solutions at www.etiya.com