



The Ultimate 150 Points of Opportunity

A playbook for digital leaders

See results. Launch something new. Find your 150 points of opportunity.

If you're like most Telcos in our industry, you've been told that digital transformation requires completion of a multi-year IT program, complete with heavy customization of systems and large scale IT integrations, before you can hope to see results or launch something new. Or that taking a full suite from a single vendor is the safest path. Or that you can get there with what you have — all you need is a sexy front-end app on your existing infrastructure and your work is done.

At MATRIXX Software, we see things differently. Our platform takes all of those old ways of thinking off the table by doing all of the heavy lifting for you. The result? We make it possible to start benefitting from transformation **now** so that you can focus on engaging your customers **today**.

Your customers use their mobile devices 150+ times per day. Each of those is a monetization opportunity won or lost. Let us show you what's possible with MATRIXX Digital Commerce. Choose a better path to transformation. Ours.

Digital Leaders Lead with MATRIXX.





Contents

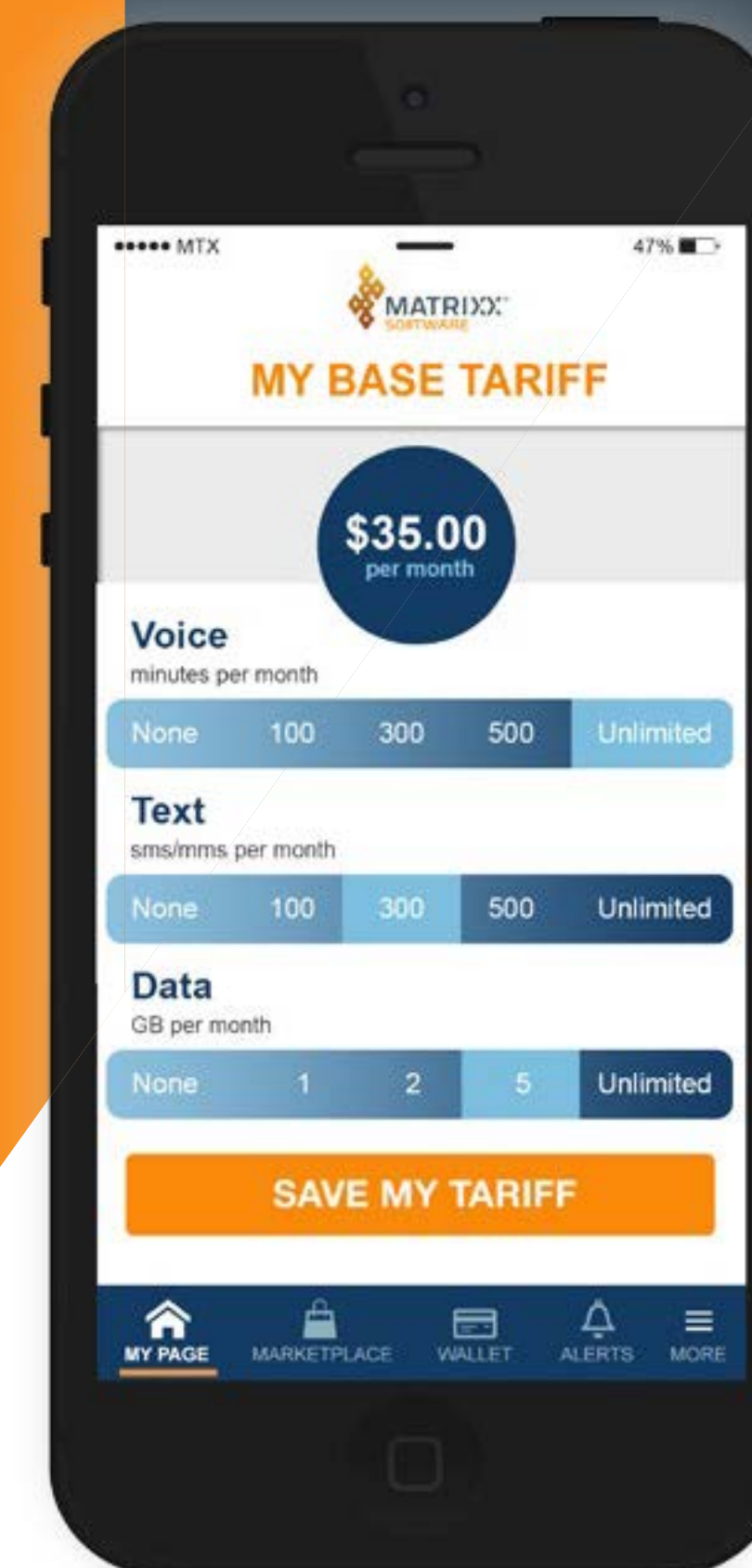
On-Demand Personalization	4
Social Sharing	8
Gifting & Charity	12
Digital Assets as a Currency	16
Rewards Programs	20



On-Demand Personalization

No one likes to be told 'we know what's best for you.' Delighting your customers — that's the goal. Giving them the power to create their own buying journey — that's the first stage to getting there. Whether it's a precisely tailored monthly plan or pay as you go top-ups, the only 'impossible future' should be continuing to force them into pre-defined bundles. Empowering customers with personalization isn't rocket science, it's just smart business. The platform that gets you there? MATRIXX Digital Commerce.

Our platform actually does this now. Can anyone else's?



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26

Build your own plans

Do-it-yourself controls for personalizing mobile plans, eliminating the need for forced bundles.

**Customer tailored.
For perfect fit.**

The control your customers want, in the palms of their hands.



Your infinite personalization will eat their forced bundles for breakfast

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16

Instant customization

Simple tools for instantly buying more, enabling customers to adjust plans on-the-fly.

**Add 500MB
to my plan.
Stop the boredom.
Restart the
streaming.**

Your customers buying just what they want, right when they need it.



If your instant gratification isn't instant, it won't be gratifying

Your customers
can't buy what
your business
can't sell

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53

Sachet-style micro-offerings

Innovative, bite-sized packaging of data and services on mobile.

**Just for him:
30 minutes of
Clash of Clans**

Meaningful to customers. Impactful to your bottom-line.

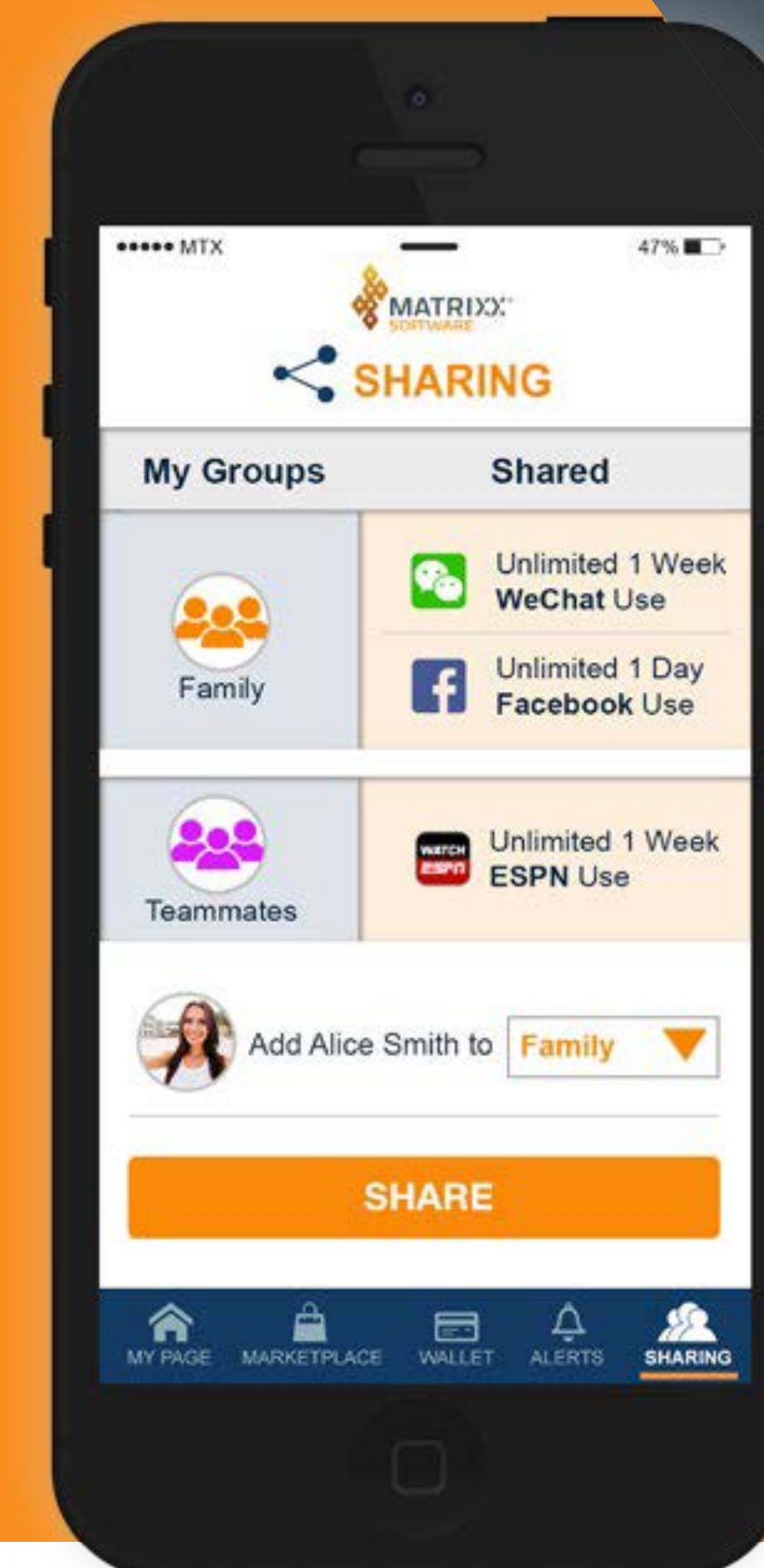




**We can do this
right now.
Can anyone
else?**

Social Sharing

Sharing is fun. Sharing feels good. Sharing, as the saying goes, is caring. What should that sharing experience look like? It should be ad-hoc, of course, and on-demand. The constraints of predefined sharing within family accounts — that was all that was possible yesterday, but pales compared to what you should be doing today. Only one platform can give the kind of sticky sharing experience that customers will love, so you can master digital wherever you operate. **MATRIXX Digital Commerce.**



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82

Ad-hoc sharing of data

Eliminate constraints of pre-defined sharing, enable customers to share with anyone at any time.



Sharing is only valuable if your systems don't dictate how your customers share

Have some of mine: share any amount(s) you want with anyone you want.

Empower your customers, decrease your churn.



The more your customers share, the faster you'll see what your database is made of

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91

Shared usage pools

Dynamic pooling of data allowances with shared group rewards. The more the group spends, the more the group earns.

Group rewards: share more, be happier

When customers benefit from sharing, you share in the benefits.



If your recipe for digital relies on customized code, your agile days are numbered

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76

Instant control of sharing

Share more, worry less — set limits and notifications, change amounts being shared, add and remove sharers at will.

Just say no to bingeing

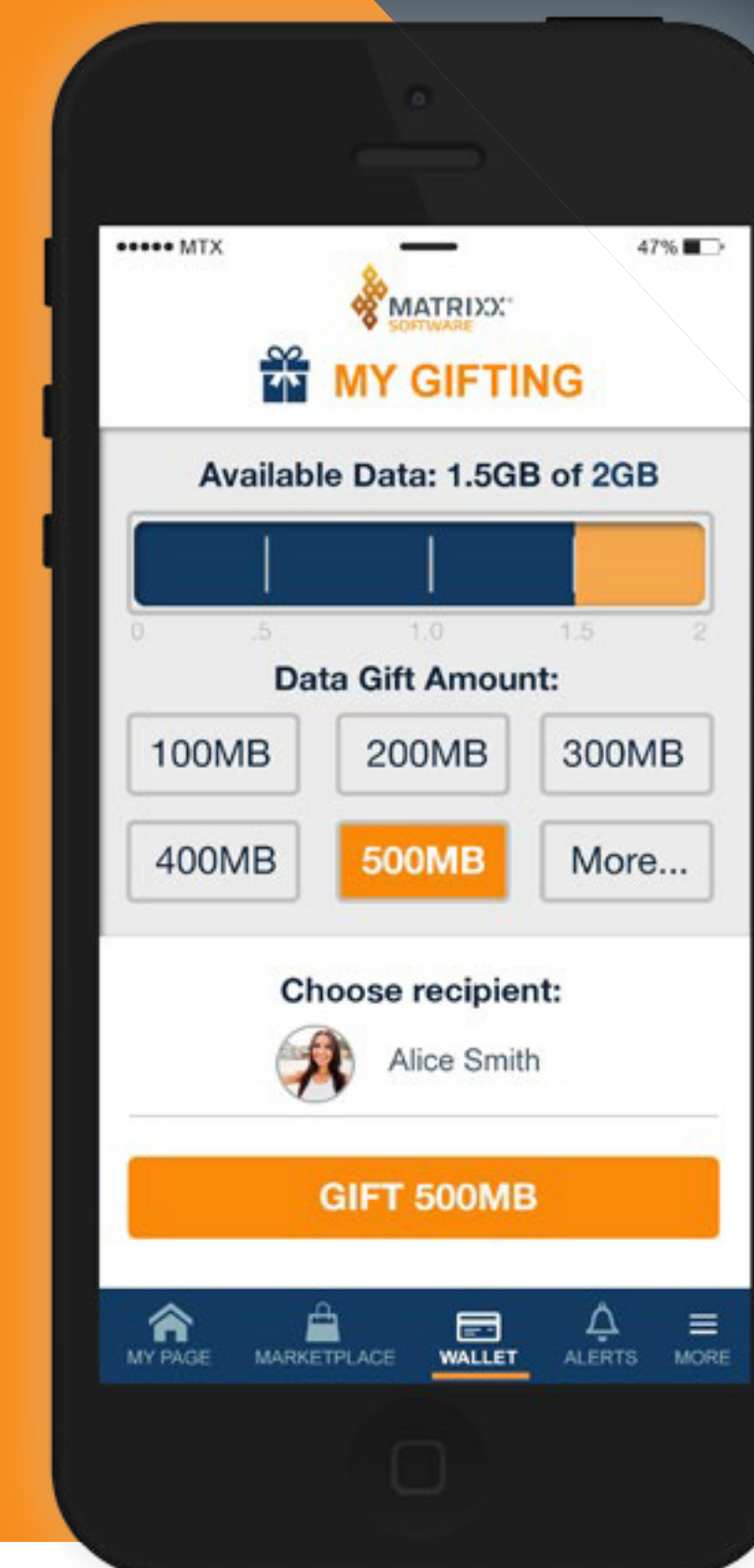
The power of sharing, without the worry of hands in the data cookie jar.



**We can do this
right now.
Who else can
say that?**

Gifting & Charity

Why gifting? Why not! Your customers love their apps, their shows, their games, their social. Why not give them what they want with an entirely new marketplace? Sell apps and services pre-packaged with data included. It's the perfect gift —meaningful and valuable to those who matter most. Your customers. There's only one platform capable of powering a simple gift-giving experience for your customers, taking your customers' experience to a whole new level. MATRIXX Digital Commerce.



Gift-giving is easy if you know exactly how much you have to give

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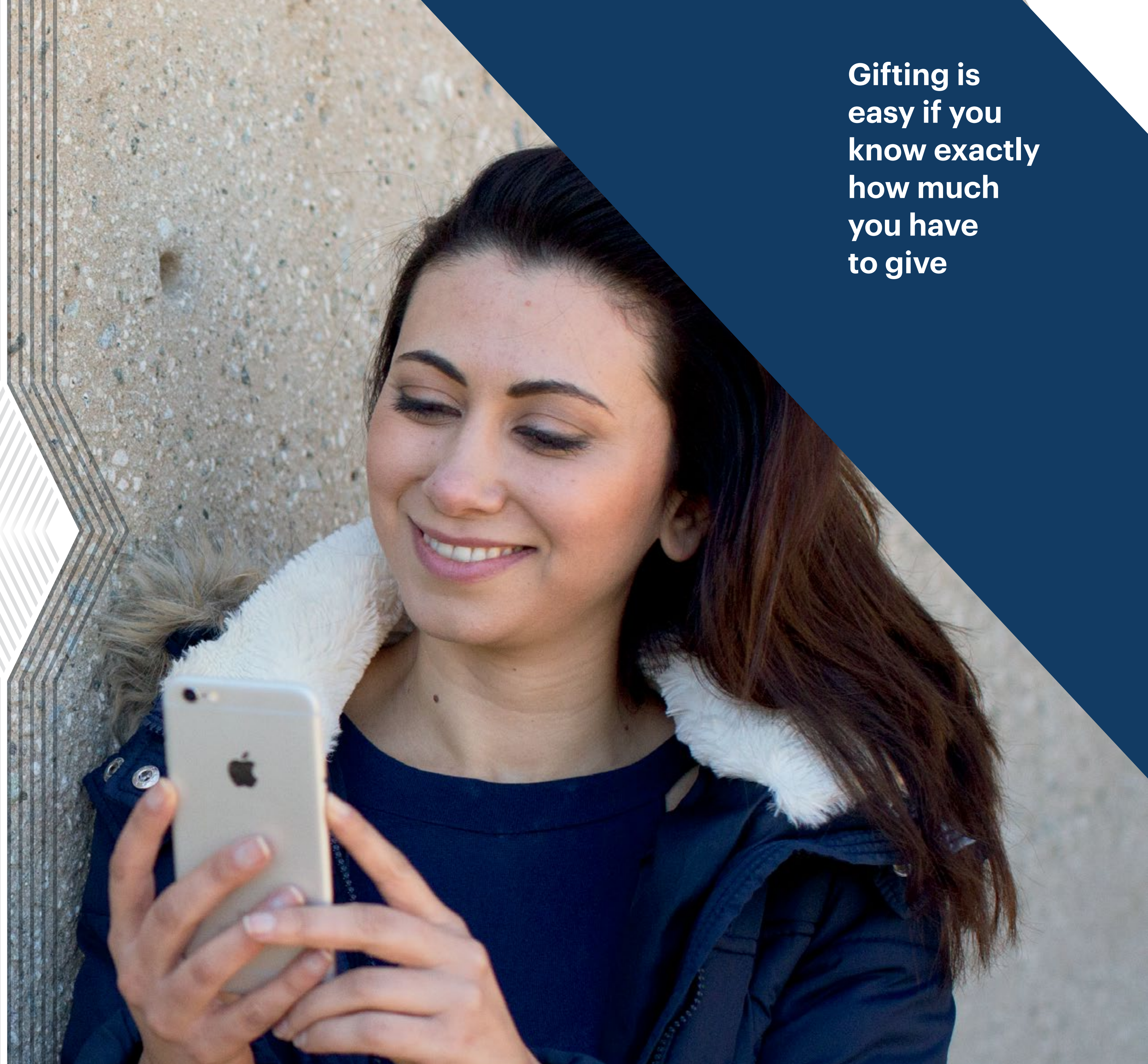
142

Comes-with-data

Create innovative revenue opportunities, retail products and services with data

A gift she'll love — movie night, with data included

Offering innovative gifting could be the gift that keeps on giving.





Letting customers control their balances requires knowing the balances under their control

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33

Service-donations

Powerful tools for customers to give — a one-time gift or a recurring transfer of unused balances.

Donation of unused balances to charity: be mission-driven

Embrace brand values — a key part of millennial buying decisions.

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8

Collect calling for digital services

Make collect video calls easier with instant, on-the-fly sponsorship of data on behalf of others regardless of prepaid or postpaid status.

Don't worry grandma — the data's on me

Make it easy for every customer to use more data, and they will.



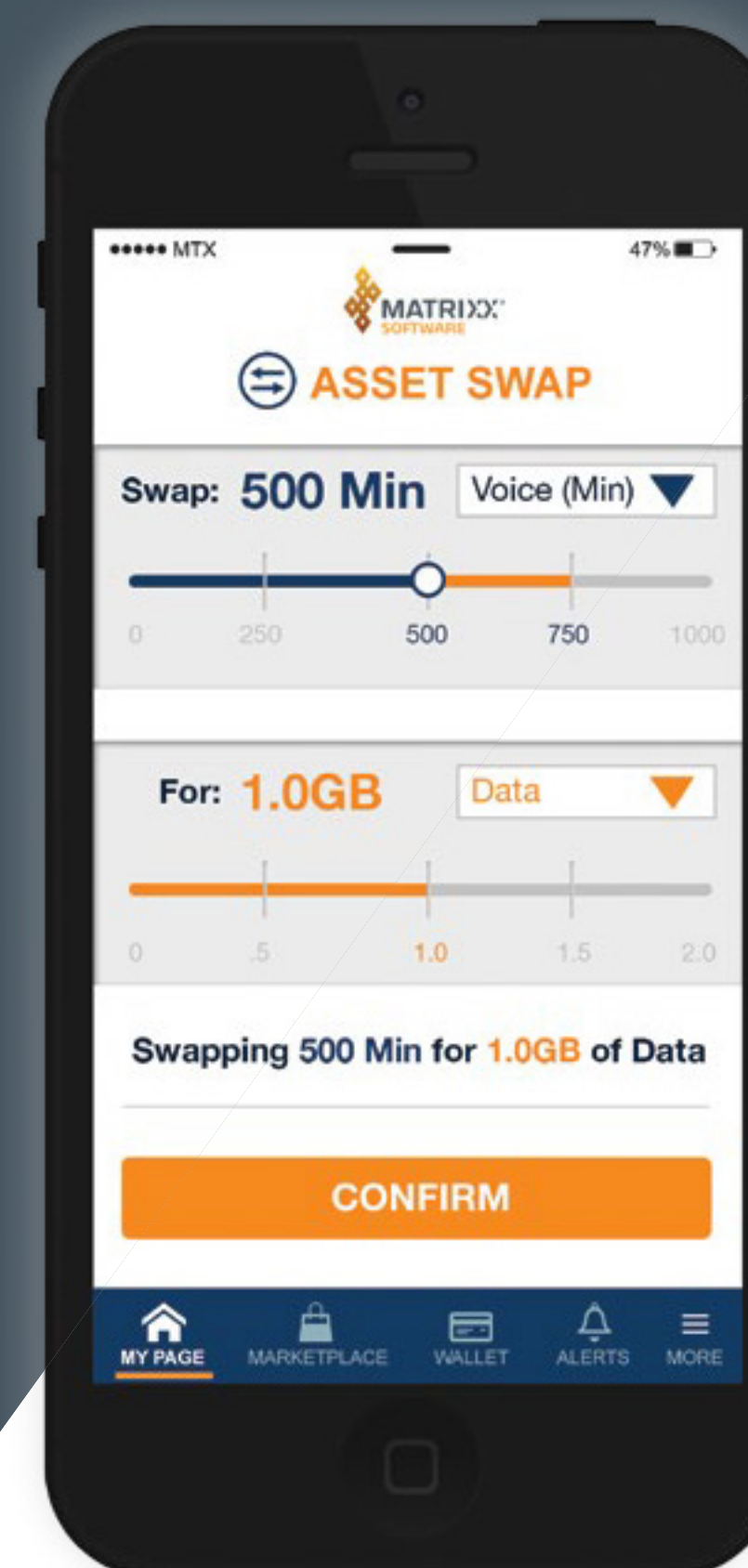
If you can't deploy innovations quickly, they may not be innovative by the time you deploy them



Can anyone else deliver this kind of precision?

Digital Assets as a Currency

They bought it, they own it. Your customers should be able to use their balances however they want. That's what happens when you turn digital assets into digital currency. Your customers can reallocate what they have already spent — trading their voice minutes for data, for example. They can use their data to lend to friends. They can even use their data as currency to shop in an operator marketplace. It's not just about giving customers greater value, it's about creating exciting new retailing opportunities for building a stronger digital brand. That's what we do.





With data as
currency, your
system balances
better always
add up

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2

Social lending

Simple peer-to-peer borrowing and lending tools. Lend as much as you want, automated repayment terms for timely repayment.

A few GB to get to the end of the month, repayment terms included

Empower customer borrowing so your customers and their friends never run out of data.



Exchanging balances requires knowing the balances you have available to exchange

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4

Digital asset trading

Exchange voice, data, SMS and more. Let customers convert one digital asset to another so they always have what they want.

Need navigation! How many GB for my minutes?

Greater value for your customers is of greater value to you.

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147

Gamify digital rewards

Customers can earn digital rewards through real-world gameplay

Yes! These 2GB are mine!

Engages customers in a new way and makes rewards fun.



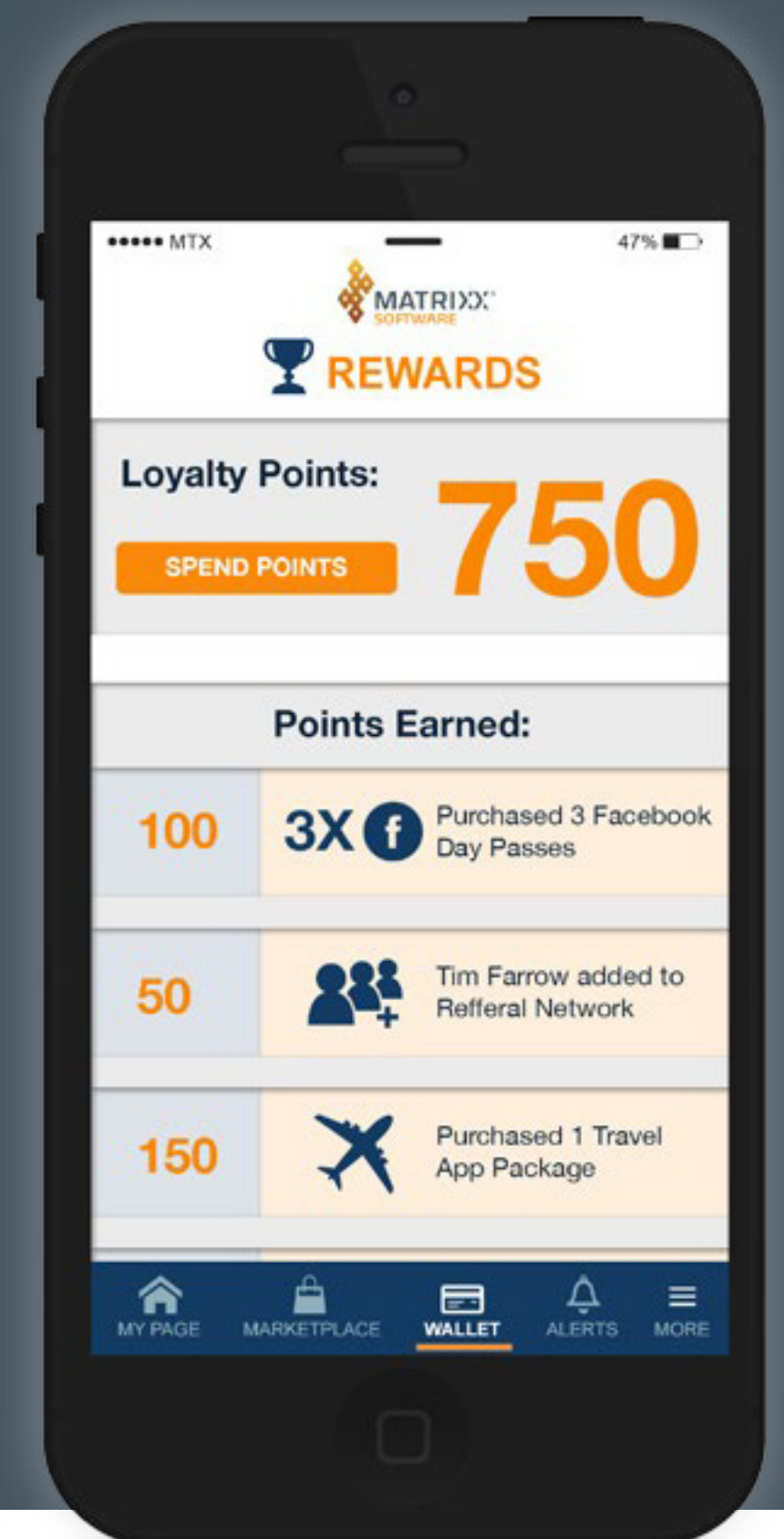
Make customer rewards fun, but make sure you count their points right



Rewards Programs

Too often, loyalty programs aren't worth the plastic cards they're printed on. By comparison, modern rewards programs hold the potential for tremendous value for both your customers and your business. By making it possible for your customers to get more as they spend more, and to earn more as they refer more, you place a value on loyalty that keeps on rewarding. For your business, offering truly on-demand loyalty programs delivered at scale is a blueprint for customer loyalty that only one platform can provide. Ours.

Can any other platform enable this for your business?





Rewarding your customers, so they can reward you. Can your systems keep up?

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45

Referral rewards program

Enlist your customers to help you grow — offer bonus data to them for every friend they get to sign-up.

**Use my referral code—
I get a bonus 1GB for
every sign-up**

Reward your customers as word of mouth marketers, and they will reward your brand.



Instant group rewards are more rewarding

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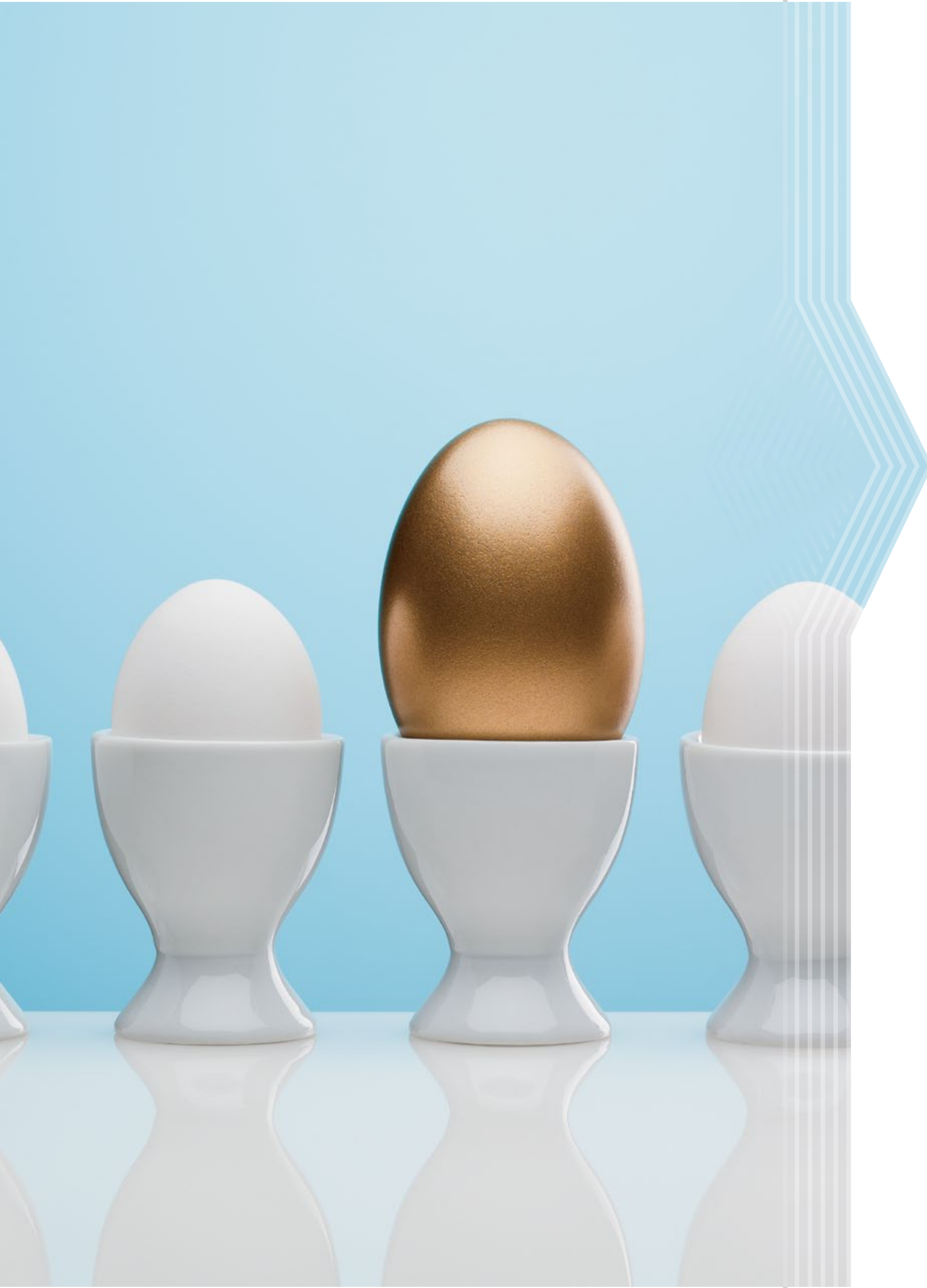
128

Group rewards

Make rewards social — the bigger the group of people, the bigger the rewards for all.

A rewards pool that keeps rewarding

Combining the value of a loyalty program with the joy of sharing.



**A modern
rewards system
demands a
modern IT
system**

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61

Referral rewards

Spending-based rewards.
The more the referral
network spends, the more
the referral network earns.

**Referral network
rewards — spend
more, get more**

Enlist your customers to help you grow.

About MATRIXX Software

Founded in Silicon Valley, MATRIXX Software has designed and built digital-grade, patented technology capable of managing billions of complex customer and network interactions a day, in real-time. Our innovative technology enables service providers to deliver precise customer data to all digital channels, on-demand, every time.

MATRIXX Digital Commerce is a packaged software solution engineered to be quickly deployed and easily maintained, eliminating the need for customization while simplifying IT integration. The MATRIXX approach is cloud-based and standardized, enabling Telcos to fast-track their digital transformation efforts — delivering results in months, not years.

Customers engage with their mobile devices 150+ times per day. MATRIXX Software has the only platform that can capture those points of opportunity while ensuring the customer experience, and your brand, are never compromised.





Learn how Telstra, Three Group, Swisscom and others are using MATRIXX to power their digital transformation, today.



www.matrixx.com