



salesforce

Reimagining the B2B Experience

A Playbook for 5G Leaders

5G Holds the Key to Unlocking New B2B Opportunities

Telcos across the globe are increasingly focused on developing, launching and scaling new 5G products and services for business customers of all sizes, from small neighborhood establishments to global enterprises. Their ambition is to provide differentiated user experiences, generate new revenue streams, reduce costs and most importantly to leverage the B2B segment to extract value from their 5G investments.

IN THIS PLAYBOOK FOR DIGITAL LEADERS, we will explore how to accelerate 5G B2B monetization and supercharge experiences, with the following case study examples to illustrate the possibilities:

- ◆ **Telefónica Germany's path** to reinventing operations and strengthening their competitive position in the B2B space
- ◆ **Two TM Forum catalyst projects** demonstrating the monetization of partner and customer experiences within B2B2X ecosystems

The Time for Digital B2B Experiences Is **Now**

The intersection of digital business processes with 5G networks presents a once-in-a-generation opportunity to change the game. Beyond expanded partner ecosystems and new revenue sharing opportunities, forward-looking telcos are positioned to seize market advantages with B2B innovation and digital marketplaces powered by self-service, workflow automation and advanced monetization models.

Anytime, Anywhere, Anyhow

Digital Journeys

In today's fiercely competitive digital-first world, B2B customers expect the same standard of digital experience that consumers have long enjoyed. Enabled by next-generation infrastructure, digital leaders are offering their B2B customers the highest-quality interactions in every channel, at any time and from wherever they happen to be.



DIRECT DIGITAL SALES



Guided sales flows, streamlined quote and contracting processes, access to real-time balances, usage trends and spending patterns

ASSISTED SALES



Guided sales flows for inside sales and account managers, leadership visibility into sales pipeline, commissions and discount dashboards

OMNICHANNEL ENGAGEMENT



Guided flows for self-service, seamless agent intervention and escalation capabilities, rich personalization and AI-powered recommendations, on-demand digital commerce for real-time purchasing of products and services

PARTNER CHANNELS



Zero-touch partner lifecycle management, partner portals, digital marketplace APIs, configuration and creation of new products and services, revenue sharing and settlement processes

Emerging 5G Monetization Models

The real potential of 5G combines its cloud native architecture with new network functions to unlock a wealth of contextual information about service usage, enabling more robust, personalized and value-driven monetization models.

FOR TELCOS THAT WANT TO supercharge their B2B offerings, 5G makes it possible to quickly and easily scale new offers, including:

Usage and load-based charging for network slices

Utilization models for multi-access edge computing (MEC) and cloud infrastructure

Event-based charging for network orchestration events and infrastructure scaling

API charges for third-party and system access to network and IT resources

New multi-party revenue sharing models

Transforming B2B Lifecycles With a Next Generation BSS

Value Proposition

MATRIXX and Salesforce offer telcos the unmatched ability to deliver a digital-first B2B experience from lead-to-order, order-to-cash and in-service care and management for customers and partners alike. Across multiple channels, they make it possible to accelerate time-to-value with innovative new offers by automating complex workflows, integrating and serving new partners and delivering new value-based monetization models and insights.

MATRIXX

Digital Commerce Platform



Digital Commerce
Real-Time Service & Network Charging

Digital Engagement

Unified Platform for Partner & Customer Interaction

- Marketing
- Commerce & Marketplace
- Partner Management
- Sales
- Analytics
- Communications
- Service
- Collaboration & Workflows
- Integration



Combined Solution

Salesforce Customer 360

Comprehensive digital engagement platform with communications industry-specific applications

+

MATRIXX Digital Commerce Platform

Next generation, cloud native monetization solution

B2B CASE STUDY

Telefónica Germany: Reimagining Opportunity With B2B



New Approach, Better Outcomes

After several unsuccessful attempts to evolve existing legacy BSS infrastructure, Telefónica made the bold choice to invest in best-of-breed, cloud native components, from MATRIX Software and Salesforce, to transform 5G B2B and B2C experiences.

A Streamlined B2B Solution

Telefónica replaced three separate BSS stacks with a single, modern IT stack incorporating best-of-breed components, accelerating their time-to-market, minimizing the risk of innovation and reducing their cost of operations.

“If at first you don't succeed, try something different.”

JAVIER GARCIA

Group Head of IT Architecture
Telefónica Germany

RESULTS

1

Commercial launch in 12 months

2

Achieve 50% faster time-to-market

3

Reduce TCO by 30%

AWARD-WINNING CASE STUDY

TM Forum Catalyst Project 2021: Supercharge 5G Monetization With a B2B2X Marketplace

This project demonstrated how third parties can come together in a telco's B2B2X marketplace to innovate their consumer offers, incorporating 5G network capabilities into their products. The integrated solution supported partner on-boarding, offer creation, eCommerce selling and ordering, multi-party fulfillment, service activation, usage charging, partner revenue sharing and settlement.



RESULTS

1

**Awarded Best Ecosystem Design
by TM Forum**

2

**Integrated proof of concept
demonstrated how a marketplace
can be deployed in 6 months**

3

**Business case predicts 12% annual
growth in consumer revenues from
compelling marketplace offers**

TM Forum Catalyst Project 2021: 5G Network Slicing as a Service



In this project, the team successfully prototyped a B2B2C service offering leveraging 5G network slicing and multi-access edge computing capabilities. Built to deliver innovative and compelling new consumer propositions, the combined solution supported simplified partner onboarding, multi-party contracting, charging for partner and consumer network usage, charging for slice and MEC orchestration, and revenue sharing and settlement.



RESULTS

1

Demonstrated extensive use of TM Forum assets, Open APIs, eTOM processes

2

Provided input to ODA production guidelines

3

Seamlessly integrated 10 separate platforms in 4 months

MATRIXX Software & Salesforce

Supercharged 5G Capabilities Checklist

✓	PRODUCT MANAGEMENT <ul style="list-style-type: none"> ◆ Flexible catalog streamlining pricing, bundling and product lifecycle management ◆ API catalog access for other BSS components and external partners 	✓	DIGITAL SERVICE <ul style="list-style-type: none"> ◆ Seamless digital journeys ◆ Consistent omnichannel experience ◆ Real-time performance analytics 	✓	QUOTE-TO-ORDER <ul style="list-style-type: none"> ◆ Catalog-driven quoting, ordering and contracting
✓	DIGITAL SALES & COMMERCE <ul style="list-style-type: none"> ◆ Seamless, intuitive B2B and B2C eCommerce across multiple channels ◆ Pipeline tracking and forecasting ◆ Commissions tracking across channels and partners 	✓	ORDER FULFILLMENT & ORCHESTRATION <ul style="list-style-type: none"> ◆ Automation and zero-touch ordering including complex B2B2X journeys ◆ Seamless interaction with service order management and network orchestration functions 	✓	MARKETPLACE <ul style="list-style-type: none"> ◆ Tools to create and manage digital marketplaces ◆ Enabling partner solution co-creation and selling ◆ Pre-integration with marketplace partners
✓	PARTNER MANAGEMENT <ul style="list-style-type: none"> ◆ Partner portals, onboarding, contracting, enablement, certification, account and lifecycle management ◆ Partner APIs for solution co-creation ◆ Revenue settlement 	✓	ANALYTICS <ul style="list-style-type: none"> ◆ Embedded analytics to enable AI/ML use cases providing rich insights, improved operational efficiency and intelligent actions 	✓	CONVERGED CHARGING <ul style="list-style-type: none"> ◆ Simplified and standardized, real-time monetization for all services ◆ Pricing agility to support new business models, including B2B2X



About MATRIXX Software

MATRIXX Software is a global leader in 5G monetization for the communications industry. Serving many of the world's largest operator groups, regional carriers and emerging digital service providers, MATRIXX delivers a cloud native digital commerce solution that enables unmatched commercial and operational agility. Unifying IT and networks, MATRIXX delivers a network-grade Converged Charging System (CCS) enabling efficient hyper-scaling of infrastructure to support consumer services, wholesale and enterprise marketplaces. Through its relentless commitment to product excellence and customer success, MATRIXX empowers businesses to harness network assets and business agility to succeed at web scale.

matrixx.com



About Salesforce for Communications

Founded in 1999, Salesforce, the global CRM leader, empowers companies of every size and industry to digitally transform and create a 360° view of their customers. By leveraging the full power of the Salesforce Customer 360 platform, communications service providers can transform the B2C, B2B and wholesale customer experience, building new marketplaces with strategic partners, accelerating digital adoption, improving customer growth and retention, reducing product launch cycles and streamlining order capture, fulfilment and delivery.

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