? **Why Redknee?**

Proven: Processing billions of transactions every hour of every day

Flexible: Virtualized and modular, cloud-based SaaS or on-premise

Agile: Any service, any device, any type of digital transaction

Global: Multi-tenant, multi-language, multi-currency

Fast: Real-time monetization platform engineered to deliver

Out-Of-The-Box Real-Time Billing and Customer Care
Brand Challenger

Mobile virtual network operators (MVNOs) or Tier-1 sub-brands are expected to grow rapidly over the next few years as regulators continue to embrace new innovative markets and the mobile industry turns to new areas for revenue growth. New markets and niches such as M2M and IoT, lucrative in their own right are an expanding MVNO segmentation. Within this market, cost-conscious customers are demanding increased innovation and better experience. When combined with hyper reactive competitors, how can MVNOs effectively capitalize and succeed?

For MVNOs, the strategy is three-pronged. First, MVNOs must adopt operational excellence and best practices in order to drive down overall operating costs and accelerate time to market. Second, MVNOs need a strong go-to-market strategy enriched with a differentiated and personalized set of products tailored to their niche market. Finally, MVNOs need to ensure a consistent omni-channel experience with a wider range of access points. This will not only serve to enhance experience, but also drive down customer care costs.

Redknee' Brand Challenger is a flexible, turnkey billing and customer care solution that provides a wide array of features to support all mobile services delivered at a low-cost and accelerated time to market. With Redknee's Brand Challenger, MVNOs can be up and running in weeks offering any service, any device, and any type of digital transaction.

› A Proven Solution

Redknee's Brand Challenger is well-known in the MVNO market. Key to its success has been our energetic 'dev-ops' teams that are continuously innovating; always improving best practices through the use of cutting edge implementation technologies and automation tools. Redknee methodology incorporates the entire process of setting up and running all operations in either a build-operate-transfer or SaaS model.

› Out-of-the-Box Use Cases

Redknee's Brand Challenger provides exceptional flexibility to launch the promotions, loyalty programs, services and pricing plans that you want. MVNO/Es can quickly launch creative marketing promotions and loyalty programs. Redknee Brand Challenger also comes with hundreds of pre-configured promotion options that can be created and launched in hours. The same applies to rate changes, customized pricing plans and launching new service plans.

Highlights of Redknee Brand Challenger

Market Agility

› Empowers business users to define and launch new contextual, differentiated and innovative products/services

› Open data model and APIs that allow quick integration of 3rd party content and loyalty programs

Adaptive Experience

› Deep business intelligence and analytics to maximize ARPU by improving experience

› Adaptive self-care capabilities designed to offer an OMNI-channel experience

Operational Excellence

› Pre-integrated solution to ensure faster time to market

› Multi-tenant, multi-MNO, multi-Country architecture to host multiple MVNOs / sub-brands

› Flexible deployment and commercial models to suit your business model

› Full range of managed services complemented with dev-ops to build, deliver and manage your solution

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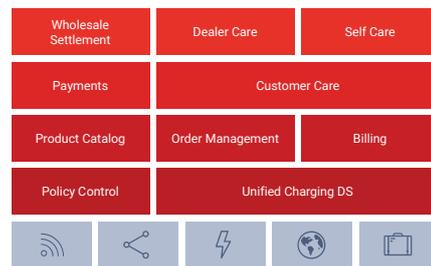### › Deeper Insight for a More Personalized Experience

Redknee Brand Challenger provides access to powerful business intelligence gained through historical and real-time customer usage data and subscriber profiles. This insight helps MVNOs to identify churn risks, make recommendations, cross-sell and upsell services as well as reward high value customers. Redknee's Brand Challenger takes this one step further to maximize customer personalization by feeding insight back into the real-time core. This helps MVNOs identify which customer qualifies for which products. The solution can also seamlessly integrates with loyalty programs and 3rd party partners, helping MVNO/Es to further increase profitability.

› Omni-Channel Customer Experience

Empower your customers with self-care across any channel—being it a mobile app, web, or social. Redknee's Brand Challenger gives customers the ability to manage their own accounts with little to no intervention from the MVNO/E.

Beyond subscriber self-care, Redknee's Brand Challenger provides an advanced customer care module, MS Dynamics, complete with case management, trouble ticketing, dispute management and order handling. Customer Service Representatives have visibility into all of the necessary data needed to manage customer issues, provide relevant recommendations and upsell new services. This level of insight empowers service representatives to offer a more immediate, responsive and fast experience to any customer.

Redknee Brand Challenger Suite

Wholesale Settlement	Dealer Care	Self Care
Payments	Customer Care	
Product Catalog	Order Management	Billing
Policy Control	Unified Charging DS	

Fully pre-integrated
Pre-packed end-to-end real-time BSS stack for rapid launch and Low TCO

Catalogue Driven BSS
Integrated Order Management |End-to-end service fulfillment

Digital Customer Journey
UX-driven self care features | Single Shop view through all Omni-channels

Real-time 'Smart' Offers
Cross-service promotions | 100+ pre-configured promotions

POWERED BY

DevO ps
Test, Upgrade and deployment automation using virtualization, automation and configuration management tools

Cloud/Virtualization deployment options
100% Virtualized | VmWare support | Oracle-free option

Multi-tenancy
100% Software multi-tenant for rapid on-boarding

For more information about Redknee's real-time monetization software, contact *sales@redknee.com*.