

ETIYA DIGITAL BSS 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 address specific demands in a more tailored way. This often translates into launching new digital brands, sub-brands or MVNOs. In this context, differentiating capabilities, speed and flexibility are essential strategic enablers that distinguish the operator, and drive differentiation in a saturated market.

WHY ETIYA DIGITAL BSS FOR DIGITAL BRANDS?

Etiya Digital BSS for Digital Brands provides you with all the appropriate tools to **make your brand unique**. You can achieve **viral business growth** through excellent CX, while creating a **future-proof** BSS stack enabling continuous adaptation to changing demands.

We offer a cutting-edge BSS solution **for greenfield digital brands**, ensuring fast deployment, agile capabilities, and quick value creation.

We are more than just a technology provider—we are a **lifetime strategic partner**, **securing strategic outcomes from launch to evolution**.



ADVANCED TECHNOLOGY TO ENABLE MARKET DISRUPTION AND EXCELLENT CUSTOMER EXPERIENCES

Etinya's AI-Driven Digital BSS for Digital Brands



**Efficiency, Agility &
Cost Reduction**



**CX-focused, AI-driven
Customer Engagements**



**Improved Monetization &
Revenue Growth**



**Trusted Advisor &
Lifetime Partner**

Efficiency, Agility & Cost Reduction

Launch a 100% digital BSS, that offers not just enhanced operational efficiency, but also significant cost reductions compared to legacy systems!

Etiya's AI-driven Digital BSS for Digital Brands provides outstanding flexibility and agility. It allows operators to launch new products quickly – in a matter of hours, not weeks or months –, thus adapt to changing market requirements or experiment with new offerings. This cloud-native, future-proof technology offers pay-as-you-grow subscriptions and cost-efficient upgrades.

CX-focused, AI-driven Customer Engagements

Gain a competitive edge with an insights-driven strategy and holistic solutions that seamlessly align your offerings with strategic objectives and target customer personas!

AI-powered predictions and interactions, hyper-personalized offers & services that resonate with the target audience, and proactive customer engagements ensure exceptional CX, and optimize acquisition and retention activities.

Etiya's 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 fueling viral growth.

Improved Monetization and Revenue Growth

We help you to align your strategic objectives with business models and technologies, and launch disruptive digital brands to drive revenue and profitability growth through innovation, exceptional CX, and viral features. Flexible business and commercial models offer tailored solutions for diverse business needs, supporting experimentation and adaptation in a dynamic market environment. With Etiya's advanced BSS capabilities, we empower you to achieve rapid time-to-market, and to seamlessly integrate with third-party ecosystems unlocking further monetization opportunities.

Speeding Value to Your Business

Faster Time to Revenue	• Earlier Go-live and Customer Onboarding • Shorter acquisition time, higher conversion rates • Viral revenue growth & faster ROI
Reduced Risk	• Better alignment between business and IT • Early engagement of business stakeholders • Envisage target processes earlier
Differentiating CX & Brand Reputation	• Hyper-personalized, highly engaging digital CX • Consistent, rapid and omnichannel service delivery • AI-powered proactive engagements
Reduced Costs / TCO	• Cloud-native operation and managed services • Automation and focus on 100% digital channels/services • Reduced setup cost and cost of customer acquisition



Trusted Advisor and Lifetime Partner

As a trusted advisor, we empower disruptive greenfield digital brands from launch to long-term evolution. We drive innovation and industry leadership with strong proven heritage. With our AI-powered CX solutions, flexible commercial models, and deep industry expertise, we help digital brands differentiate from their parent MNOs with tailored, brand-specific digital experiences.



10 months from business concept to rollout



Reduced CSR headcount by up to 90%



50% lower churn rate among loyalty participants

A FUTURE-PROOF STACK SUPPORTING SUSTAINABLE GROWTH

Modularity and industry standards ensuring easy integration and agility

- Microservices based digital platform for agility and fast time-to-market
- Highly flexible, scalable and adaptable to support growth
- Compliance with TM Forum ODA standards and principles, using Open APIs
- APIs designed to facilitate partnerships, to support ecosystem monetization opportunities
- DevOps methodology, CI/CD
- Out-of-the-box BSS platform with pre-defined customer journeys
- Go-live in months, not years

Cloud-native, for excellent scalability, cost-efficiency in operation and maintenance

- Private/public cloud, hybrid, SaaS
- Cloud-native technologies (Kubernetes, Istio, HELM, Argo CD)
- Managed Service operational model
- Reduced up-front CapEx, fast implementation
- Scalable, pay-as-you-grow SaaS models and evergreen software
- Strategic partnership with AWS and Microsoft Azure
- Headless for scalability and sustainability

Integrated AI technologies and advanced capabilities

- Recommendation engine, GenAI-based virtual assistants, Digital Twin (optional)
- AI-driven automation and journey optimization
- AI-powered customer engagement and personalization
- Low-code / No-code configuration, zero-touch operation



BENEFITS AND KEY BUSINESS OUTCOMES WITH ETIYA'S DIGITAL BSS FOR DIGITAL BRANDS

- Comprehensive BSS baseline offer, that can be extended into a full BSS technology stack; suitable for various needs, markets and customer segments
- Rapid launch of unique new brands & disruptive products, adding value to your business fast
- Differentiating viral customer engagements to enhance customer satisfaction, build brand advocacy and improve CLV
- Advanced AI functionalities, insights-based, hyper-personalized products and services for more effective acquisition and retention
- Future-proof technology, automation, and Managed Services to streamline operations, reduce costs and focus on value creation to customers

OUR PARTNERS TOLD ABOUT US:



“

We initially selected Etiya based on its proven record for delivery, and its sophisticated AI platform. The relationship quickly evolved into a true partnership where our complementary expertise became the key to successfully develop and implement this ambitious project.”

Project: Launch of Fizz, a greenfield digital brand for Videotron

Pierre Bonin - CIO of Videotron, Canada

ABOUT ETIYA

Etiya is a leading software company providing customer experience-focused, AI-driven Digital Transformation with its **award-winning product portfolio**, and also disruptive BSS solutions for Digital Brands from launch to evolution.

Etiya aims to be a trusted long-term partner for service providers offering strategic enablers and industry standards compliant, sustainable software solutions. Its microservices-based architecture, DevOps methodology, and AI-driven portfolio provide a competitive advantage to its customers by bringing agility and flexibility into their business, and enabling market differentiation.

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