

SaaS BSS



Exceed
Everyday

Digital transformation is key for higher operational agility, efficiency, cost reduction and improved customer experience; therefore, it is inevitable for CSPs to survive in the digital economy. Without a modern, future-proof IT stack, not even the best business strategies can succeed. Legacy systems are not just costly to maintain, but their inflexibility creates an obstacle to future business growth.

WHY ETIYA SaaS BSS?

Etiya’s AI-powered SaaS BSS enables CSPs to drive disruptive digital transformation. It simplifies operations with autonomous processes, streamlined workflows, and flexible commercial models. The platform offers a fully digital customer experience and easy personalisation, supporting a customer-first approach. Future-proof technology ensures adaptability to market changes and drives sustainable growth.

The SaaS BSS platform is fully compliant with AWS, Microsoft Azure and Google Cloud Platform, and provides unmatched innovation, adaptability, and scalability. Its multi-tenant design ensures CSPs fast integration, streamlining the onboarding process and speeding up time to market. Leveraging AI-powered tools, the platform enhances operational efficiency, offering user-friendly management and creating room for greater innovation and business flexibility. It stands out with built-in loyalty and gamification capabilities—key differentiators that drive deeper engagement and long-term customer retention.



HOW IT WORKS?

3-layered solution (experience, engagement, enablement)

Etiya’s SaaS BSS contain three main layers: Experience, Engagement, and Enablement. **Data analytics, AI, and business intelligence functions** are used to add intelligence to these layers and enable personalisation, process automation, and efficiency.



Digital Experience	Customer experience layer to enable consistent omnichannel, real-time interactions with customers to provide AI-driven self-care, e-commerce and content management.	Online self-care, E-commerce, Mobile App, Content Management
Digital Engagement	Digital Engagement layer to provide AI-driven personalized customer engagement, with tailored, real-time, contextual offers for increased marketing efficiency and enhanced customer loyalty. It provides service activation, next-best offer management, real-time campaign management and notifications.	CRM, CPQ, Offer Management, Rewards & Loyalty, Community Management, Customer ServiceManagement, Recommendation Engine, Order Management
Digital Enablement	Digital Enablement contains real-time charging, policy management, billing, digital mediation and partner management. Microservices based, allowing new solutions to be developed and added quickly.	Product Catalog, Revenue Management, Partner Management, Policy Management

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 and scalable to support growth
- Compliant with TM Forum ODA standards and principles
- Uses Open APIs for flexibility of integration and to support ecosystem opportunities
- DevOps methodology, CI/CD
- Launch a full-stack new BSS platform to replace legacy, or modernize step-by-step
- Go-live in months, not years

Cloud-native, for excellent scalability, cost-efficiency in operation and maintenance, with various delivery models

- SaaS, on premise, private/public cloud, hybrid
- Reduced up-front CapEx, fast implementation
- Scalable, pay-as-you-grow SaaS model and evergreen software
- Strategic partnership with AWS & Microsoft Azure

Integrated AI technologies and advanced capabilities

- Machine learning (ML), natural language processing (NLP), GenAI, Agentic AI, Digital Twins
- Low-code / No-code configuration, zero-touch operations
- Out-of-the-box customer journeys

This end-to-end platform includes Customer Relationship Management (CRM), Configure, Price, Quote (CPQ), Product Catalog, Order Management, Customer Service Management (CSM), Revenue Management, and Etiya API Gateway, and supports both B2C and B2B customer segment operations.

FEATURES

Etiya SaaS BSS, with its **multi-tenancy feature**, supports CSPs in implementing diversification strategies by efficiently **launching and managing multiple brands on a single platform**.

- Utilize synergies & streamline processes, optimize resources & reduce costs, achieve greater operational efficiency

- Maintain distinct brand identities & messaging, strengthen brand loyalty, drive customer satisfaction

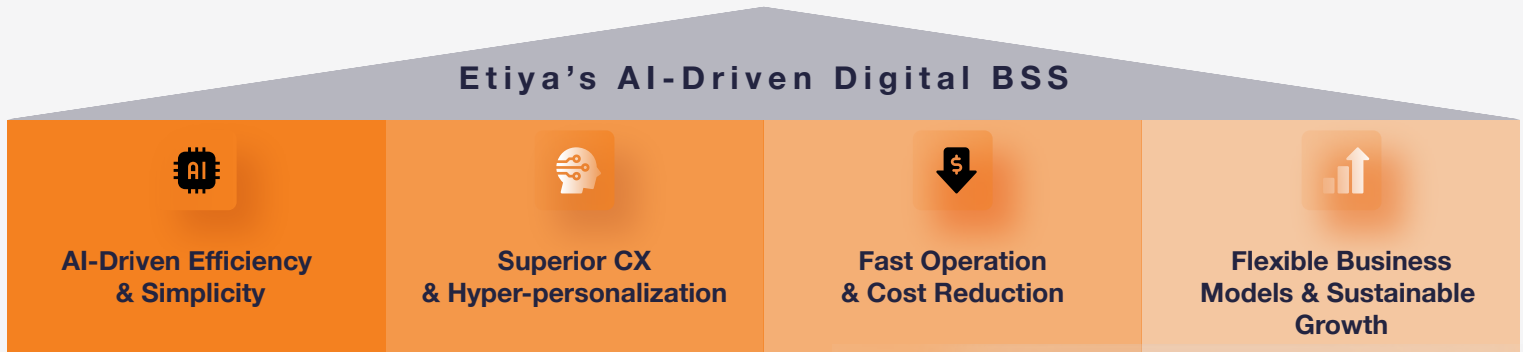
Managing multiple brands through the multi-tenancy feature enables vertical and horizontal expansion without requiring additional IT investments. With multiple brands, businesses can penetrate new markets, reach diverse customer segments, and differentiate their offerings, gaining a competitive advantage and unlocking new growth opportunities.

5G also offers new horizons for diversification and monetisation. Supporting these endeavours, Etiya's SaaS BSS is a 5G-ready platform, with its layers offering seamless compatibility with 5G networks through Open APIs. By providing 5G services both to B2C and to B2B customers, CSPs can efficiently monetise on a wide range of emerging innovative new business models.

The options for launching digital brands are endless - whether it is cross-industry bundles (eg, fintech, lifestyle, automotive, etc.), targeting untapped niche segments, or even B2B or B2B2X -, managing multiple brands offers telcos a wide range of growth opportunities.

BENEFITS

TOP-NOTCH TECHNOLOGY FOR BETTER CUSTOMER FOCUS AND OPERATIONAL EFFICIENCY



AI-Driven Efficiency & Simplicity

Etiya's AI-driven SaaS BSS enhances operational efficiency and simplicity by automating complex workflows, optimising resource allocation, and reducing manual intervention. AI-powered analytics provide real-time insights, enabling proactive decision-making and increasing operational agility.

Intelligent automation streamlines customer interactions from onboarding to service management, ensuring a seamless digital experience. Faster, smoother customer journeys will ultimately drive higher efficiency and enhanced customer satisfaction.



Superior CX & Hyper-personalization

Etiya's expertise and capabilities in AI are utilised to differentiate our platform by offering deep customer insights. Knowing your customers' needs and behaviour allows hyper-personalised customer interactions, offers and service targeting, and supports smart decision-making during the customer journey, which will ultimately drive both efficiency and customer satisfaction.

Etiya SaaS BSS offers customer-first design in products, processes, journeys and interfaces. AI-powered real-time predictive analytics, Next-Best Action (NBA) recommendations and Digital Twin modelling help companies to offer tailored products and services that resonate with customers, thus increasing offer uptake, enhancing CX and enabling sustainable business growth.

Fast Operation & Cost Reduction

By automating key processes and minimising manual efforts, Etiya's AI-driven SaaS BSS accelerates operations and reduces OpEx for telcos. Intelligent automation of repetitive tasks lowers labour costs and allows operators to focus their resources and efforts on complex problem-solving and customer relationship building. It also enables real-time actions, enhances service accuracy, and reduces costly errors.

By reducing complexity and improving agility, the platform allows telcos to launch new offerings faster – in a matter of minutes, instead of weeks or months - and operate more cost-effectively in a competitive market.

Flexible Business Models & Sustainable Growth

Novel technologies and new customer segments are a source of additional growth, even in a saturated market. But it requires the necessary flexibility and capabilities of the IT stack, so that businesses can rapidly adapt to evolving market demands, and capitalise on new opportunities.



ETIYA SaaS BSS BENEFITS AT A GLANCE

- **Rapid Time to Market.** Launch new services quickly with no long development cycles or infrastructure setup.
- **Cost Efficiency.** Eliminate expensive on-premises infrastructure with a pay-as-you-go pricing model. Updates, maintenance, and security are handled by Etiya.
- **Enhanced Customer Experience.** Boost customer engagement across all channels with tailored, omnichannel tools.
- **Scalability.** Handle millions of customers and easily scale during high-demand periods.
- **Real-Time Reporting.** Access built-in reporting and system monitoring with real-time alerts.
- **Security & Compliance.** Benefit from high-level security, regulatory compliance (e.g., GDPR), and regular audits.
- **Seamless Integration.** Integrate easily with existing systems using open APIs.
- **Global Accessibility.** Manage multiple markets seamlessly, ideal for multinational telcos.
- **Automatic Updates.** Stay up to date with automatic updates and no downtime for minor upgrades.

AI USE

Etiya's AI-powered SaaS BSS leverages advanced Artificial Intelligence and Machine Learning technologies to transform business operations, boost efficiency, and create exceptional customer experiences. Through intelligent automation and predictive insights, the platform enables service providers to proactively manage customer interactions, optimise workflows, and make data-driven decisions in real time.

Key AI-driven capabilities include:

• AI-Powered Hyper-Personalisation

Utilises deep customer insights and predictive analytics to tailor offers and services, ensuring personalised interactions and driving greater customer satisfaction. The AI enables the delivery of relevant, context-aware experiences that resonate with individual customer needs.



- **Predictive Analytics & Decision-Making**

AI models forecast customer behaviour, predict demand, and recommend the best actions (Next-Best-Action) for operators, improving service accuracy and increasing operational agility.

- **Intelligent Automation**

Automates repetitive tasks across customer journeys, from onboarding to service management, significantly reducing manual effort and operational costs. This increases speed and accuracy in service delivery, helping to lower operational expenses.

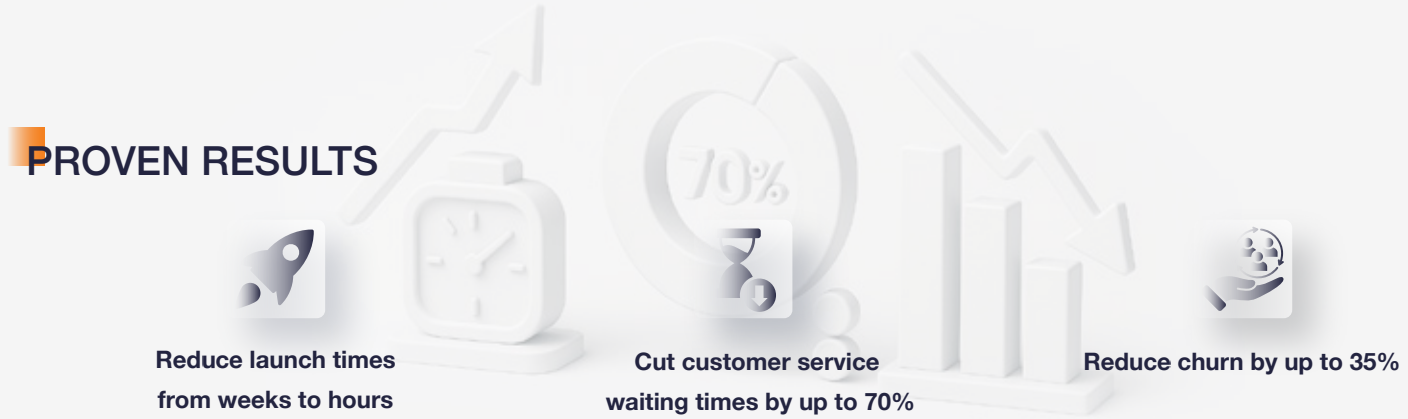
- **Real-Time Analytics & Proactive Engagement**

AI-driven analytics continuously monitor service performance and customer interactions, allowing for timely, proactive engagement and issue resolution, enhancing the overall customer experience.

- **AI-Powered Resource Optimisation**

AI optimises resource allocation, automating workflows and ensuring operational efficiency. Predictive models adjust resources dynamically to meet demand, driving cost-efficiency and reducing operational bottlenecks.

Through the integration of AI technologies such as machine learning, NLP, and digital twin modelling, Etiya's SaaS BSS platform offers a seamless, hyper-efficient system that adapts to evolving business needs, enabling CSPs to remain competitive and agile in the digital economy.



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.