

DIGITAL BSS FOR DIGITAL BRANDS

GROW BEYOND CORE. LAUNCH DIGITAL BRANDS FASTER.

Accelerate business diversification with AI-native, cloud-native Digital BSS designed for CSPs launching new digital brands, propositions, and business models. Enable rapid experimentation, hyper-personalized CX, and scalable growth with a flexible SaaS-ready architecture.



SOLUTION BRIEF



FROM SATURATED MARKETS TO NEW GROWTH OPPORTUNITIES

Traditional telecom markets limit growth. Digital-first brands create new revenue streams, unlock new segments, and increase agility. Etiya Digital BSS enables CSPs to launch and scale differentiated digital brands with lower operational complexity and faster go-to-market.

CHALLENGES YOU SOLVE

- FRAGMENTED DIGITAL BRAND OPERATIONS**
Launch and manage multiple digital brands from a unified multi-tenant architecture while maintaining distinct customer experiences and brand identities.
- SLOW TIME-TO-MARKET**
Rapidly configure products, offers, and customer journeys using catalog-driven and low-code capabilities.
- HIGH OPERATIONAL COSTS**
Reduce dependency on large service teams with automated onboarding, AI-driven care, self-service journeys, and automated ticketing.
- LOW CUSTOMER ENGAGEMENT**
Drive loyalty, retention, and customer lifetime value through AI-driven personalization, gamification, and community-led engagement.

KEY CAPABILITIES

- AI-DRIVEN CX & PERSONALISATION**
Deliver Digital Twin-led predictions, NBA recommendations, contextual offers, and adaptive customer journeys across channels.
- LOYALTY & GAMIFICATION**
Build emotional engagement with personalised rewards, points, coupons, gifting, and community-based loyalty features.
- MULTI-TENANT DIGITAL BRAND MANAGEMENT**
Launch and manage multiple propositions using a shared BSS foundation while preserving unique brand positioning and CX.
- LOW-CODE / NO-CODE AGILITY**
Enable rapid service innovation and operational flexibility with modular microservices and zero-touch operations.
- CLOUD-NATIVE DIGITAL BSS**
Leverage scalable SaaS or managed service deployment models optimised for AWS and Microsoft Azure environments.
- OPEN API & ECOSYSTEM INTEGRATION**
Connect seamlessly with partner ecosystems using TM Forum ODA standards, Open APIs, and MCP Server integration.

BUSINESS IMPACT

FASTER DIGITAL BRAND LAUNCHES
Launch new brands and propositions within months.

UP TO 90% REDUCTION IN CSR STAFF
Automate customer support operations.

UP TO 40% HIGHER FIRST CONTACT RESOLUTION
Improve customer satisfaction with conversational AI and intelligent support experiences.

12-18% INCREASE IN ARPUE
Improve monetisation through AI-driven personalisation.

UP TO 50% LOWER CHURN
Increase retention with differentiated loyalty and gamification programmes.

Customer Success



“Etiya quickly evolved into a true partnership where our complementary expertise became the key to successfully develop and implement this ambitious project.”

Pierre Bonin
CIO, Videotron

THE TECHNICAL CORE

- TM Forum ODA-aligned architecture - Open APIs and MCP Server integration - AI-native Digital BSS foundation	- Cloud-native microservices architecture - Low-code / no-code configuration - Evergreen software delivery model	- Digital Twin of Customer capabilities - SaaS and managed service deployment models
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ABOUT ETIYA

Etiya is a leading software company providing customer experience-focused, AI-driven Digital Transformation with its award-winning product portfolio, and 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.



GLOBAL COMPANY ● 1500+ EMPLOYEES IN 7 COUNTRIES ●