

Covalensedigital



csmart

**synapse**

# Introduction

## **Covalensedigital: Pioneering Digital Transformation in Telecommunications**

At Covalensedigital, we pride ourselves on being at the forefront of digital innovation, empowering Service Providers to excel in the rapidly evolving digital era. Our flagship SaaS BSS Platform, Csmart Synapse, stands as a testament to our commitment to driving business excellence and innovation.

## **Csmart Synapse: Your Gateway to Advanced Digital Ecosystems**

Csmart Synapse is not just a SaaS BSS Platform; it's the cornerstone of digital transformation, enabling seamless collaboration and the delivery of cutting-edge solutions. Designed for agility, it equips operators with the tools to navigate market changes effortlessly, catering to a broad spectrum of the telecom landscape, including MNOs, MVNOs, MVNEs, as well as emerging technologies like 5G and IoT.

## **A Suite of Digital Products Designed for the Future**

With Csmart Synapse, operators gain access to a pre-integrated suite of 21 digital products, each conforming to the highest industry standards set by TM Forum ODA & Open APIs. Our reliance on microservices and low-code/no-code integration underscores our commitment to flexibility and efficiency. Available individually or as a comprehensive package, our products empower operators to tailor their offerings, expedite service deployment, diversify revenue, and enhance the entire concept-to-cash-to-care journey.



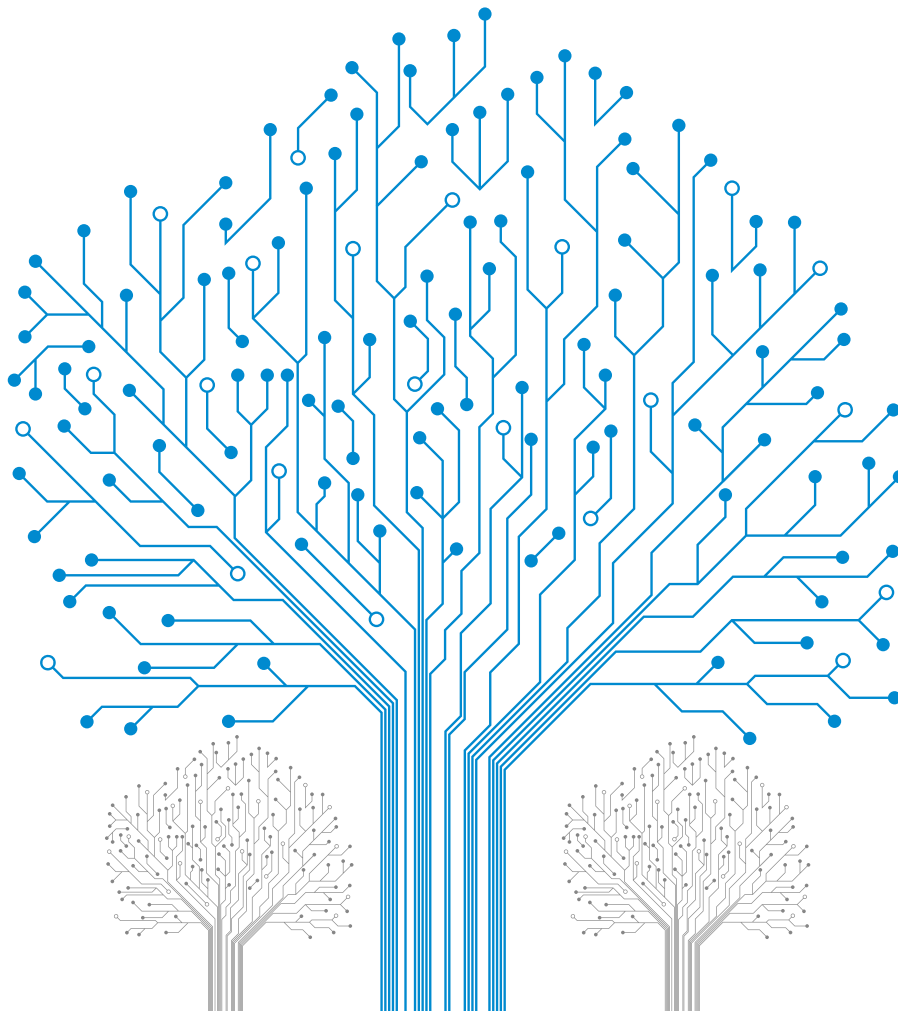
# Unlocking Digital Transformation

This eBook delves into the depths of the Csmart portfolio, highlighting how our products and solutions not only respond to current industry needs but also anticipate future trends. We're here to guide you through every step of your digital transformation journey, unlocking unparalleled growth and success opportunities.

## Together, Towards Tomorrow



Join us as we navigate the future of the telecom industry. With Covalensedigital, unlock new horizons of growth and innovation, shaping the next chapter in telecommunications.



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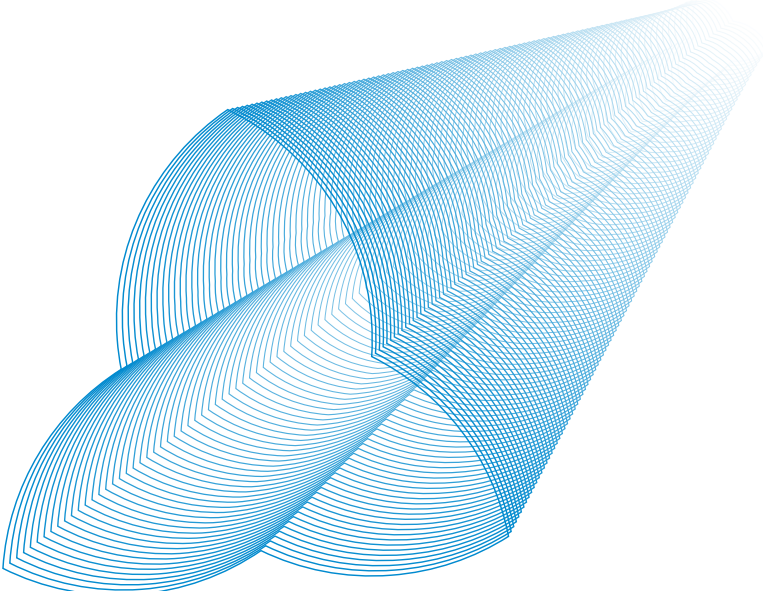
### Csmart Solutions

#### Csmart Synapse – SaaS BSS

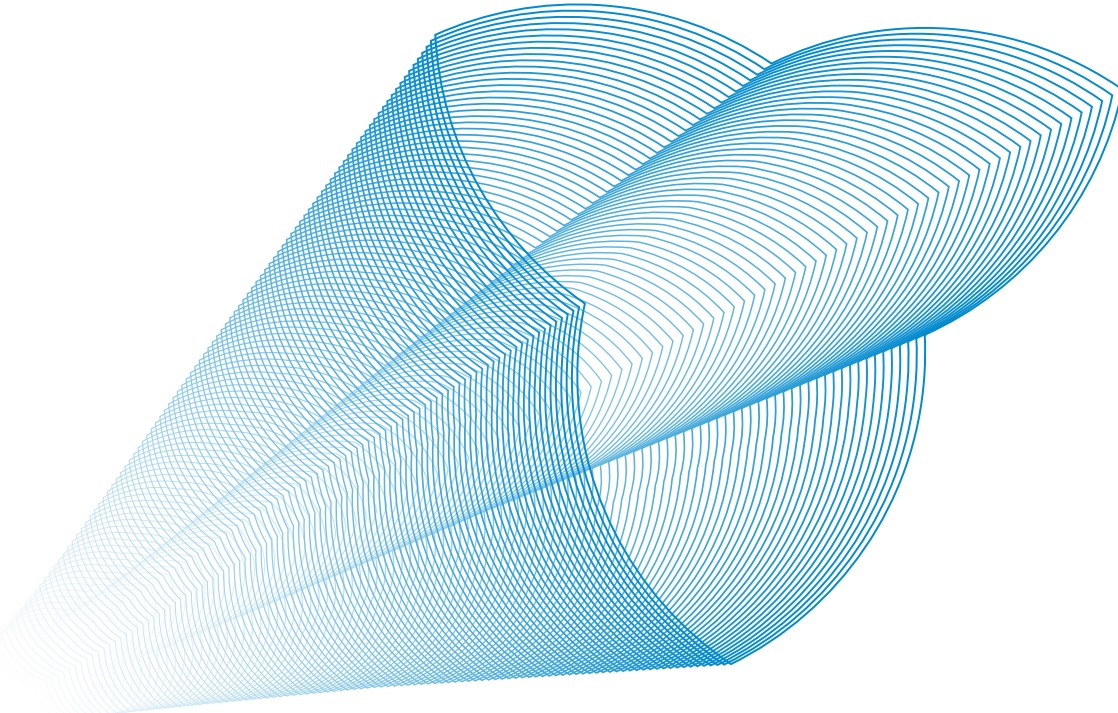
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# Csmart Solutions





# Csmart Synapse for MNOs

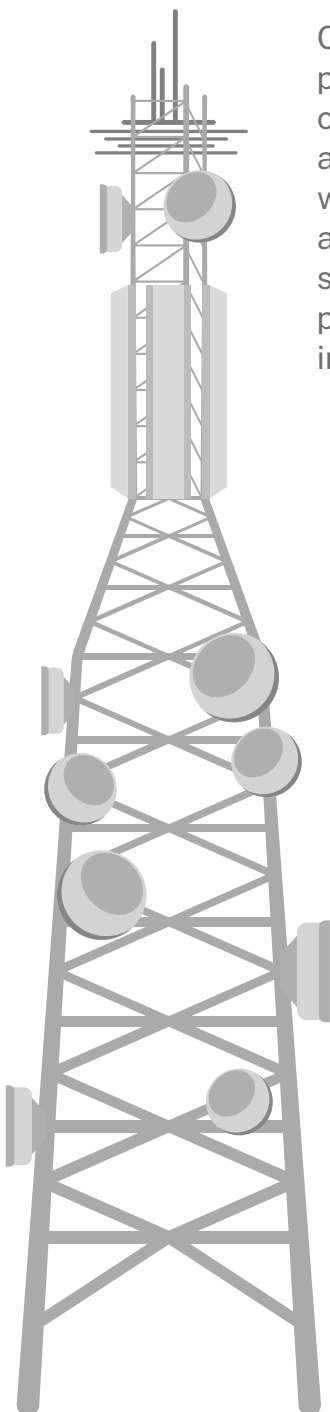
A SaaS BSS to Streamline Concept-to-Cash-to-Care Journey in a Rapidly Evolving Communications Industry

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# Overview

Advancements in technology like 5G, IoT, AI/ML are making it essential for mobile network operators to invest in a comprehensive digital platform to have greater power and flexibility to embrace partner-enabled opportunities and shared business models. Stay ahead in the fast-paced world of technology with Csmart Synapse - A 5G-ready, cloud-native Telco Digital BSS SaaS platform.

## 1 One Telco SaaS BSS Platform for all Your Business Needs



Csmart Synapse, is a SaaS BSS, featuring a pre-integrated suite of 21 digital products. The products are also available individually on SaaS model to customize offerings, accelerate service launches, diversify revenue streams, and seamlessly address gaps in concept-to-cash-to-care processes. Aligned with TM Forum ODA, Csmart Synapse helps MNOs modernize their operations and develop advanced digital ecosystems for collaboration and innovative solution delivery. Built on innovative microservices, low/no code and Open API principles, Csmart Synapse is supported by two decades of expert systems integration and services.

 CPQ	 Inventory	 Voucher	 Contracts	 Campaign
 Customer Value Management	 Case	 Care	 Survey	 Billing
 RevShare	 iReport	 Telco CRM	 Satellite	 Enterprise CRM
 IoT CRM	 Dealer	 iPass		
 Business Rule Engine	 Observability	 Telco Generative AI		

# ★ Key Highlights

- A comprehensive SaaS BSS platform to help MNOs transition from complex business IT infrastructure to a simplified & agile operation.
- Omnichannel, personalized, retail shop experience with CRM, e-Shop/Care and Mobile App to provide complete digital customer experience and value management.
- A centralized product catalogue to quickly launch innovative offering in response to evolving market demands, with key capabilities like offer personalization, partner offer bundling, model for 5G slice-based services.
- IoT integration for expanded capabilities in the 5G ecosystem.
- A centralized platform to manage and monetize MNO services and partner products for B2C, B2B, and B2B2X.
- A full-fledged Inventory Management, Campaign Management & Contract Management.
- State-of-the-art order fulfilment system with pre-integration with 5G network elements.
- Containerized microservices with auto-scaling capabilities.
- Digital Marketplace for easy partnering, digital asset creation and launch innovative services and enhanced new revenue opportunities and support for services that go beyond connectivity.
- iPaaS for configuration driven plug n play low/ no code integration support.
- Wholesale billing, automated partner/dealer management and settlement.
- AI/ML driven analytics for real-time decision making.



# ✓ Csmart Synapse Helps You Achieve



## Quick launch of MVP Services in less than 100 days

60+ automated workflows to  
minimize customizations



## Diversify revenue streams

Unique Digital Marketplace to  
forge partnerships.



## Decisive intelligence

AI/ML powered real-time  
insights to drive  
decision-making and revenue  
generation.



## Smooth integrations

Low/no code platform for  
rapid plug n play integrations  
through state of art iPaaS  
platform.



## Cost efficiency

Cloud-native solution to  
slash OPEX by 50%.



## Scalability and flexibility

Proven track record for  
managing 350 million  
inventories of vouchers, SIMs,  
and handsets managed in a  
single deployment.



## Csmart Synapse for MVNOs

A SaaS BSS to Drive Your Digital Brand with  
Limitless Opportunities

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# Overview

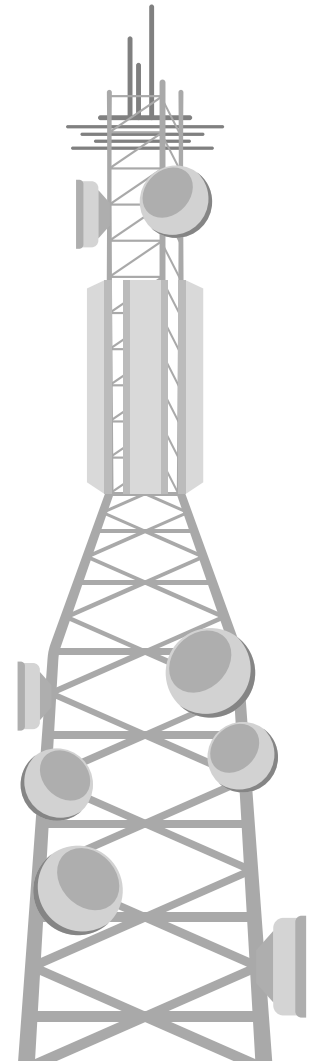
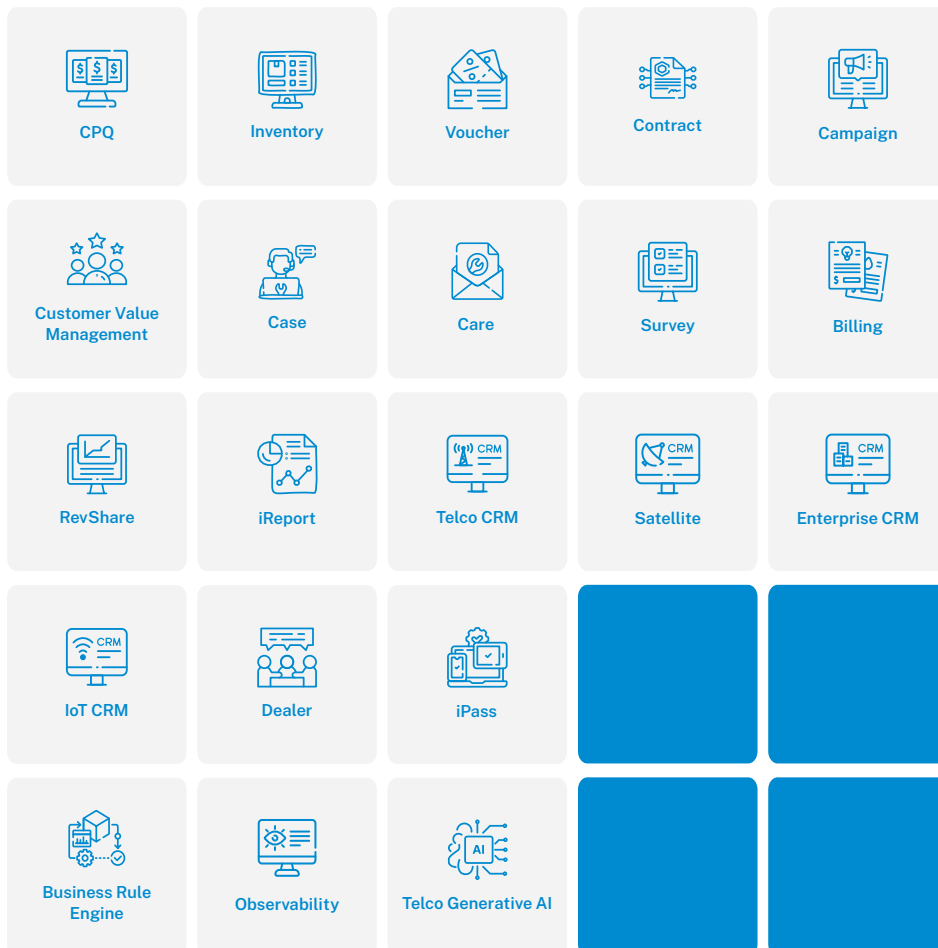
In today's telecommunications market, MVNOs are looking to offer innovative services to expand revenue sources and maximize ROI to stay competitive. Many MVNOs are transforming themselves into digital entities to capitalize on emerging technologies like 5G & IoT.

To go digital and to stay competitive, MVNOs need a cloud native digital platform that can provide the required functionality, flexibility and operational agility. Csmart Synapse can help MVNOs to manage complete digital customer experience from Concept to Cash to Care.

## Csmart Synapse – A SaaS BSS Platform

Csmart Synapse enables MVNOs to benefit from a wide a range of functionalities, integration, and deployment models by combining experience with leading telecom operators and systems integration expertise. The platform supports all segmented MVNOs (consumer, enterprise, IoT, etc.) and provides functionalities required to grow from light MVNO to full MVNO, and further become an MVNA and/or MVNE at the same time.

Csmart Synapse presents a pre-integrated suite of 21 digital products, also available individually on SaaS. This allows MVNOs to modernize operations, offering the same functionalities as leading MNOs and providing a competitive edge.



# ★ Key Features

- ★ An end-to-end SaaS BSS platform encompassing the entire Concept-to-Cash-to-Care processes
- ★ Zero-touch order orchestration
- ★ Multi-tenant, multi-language and multicurrency support
- ★ Supports B2C, B2B, and B2B2x segments
- ★ Centralized product Catalog
- ★ Comprehensive 360° customer view
- ★ Modular architecture with on-demand scalability to suit growing requirements

# 👍 Business Benefits



## Competitive edge

Supports multiple services - Retail, Wholesale, IoT, Utility, Cloud, etc.



## Cost savings

Reduced CAPEX and optimized OPEX



## Faster go-to-market

Create and launch new services on the fly



## Enhanced Digital Customer Experience

With omnichannel experience



## Flexible pricing

Pay as you grow model



## Effective partner management

Helps manage diverse multi-tier partnerships & complex contracts



## AI for customer-centric innovation

Analyze customer behaviors to tailor services, improve engagement strategies, and quickly prototype services for market relevance and innovation.



## Advanced analytics

To offer personalized customer services

# ✓ Csmart Synapse Advantage

- ✓ Intuitive Mobile App and Self-care for digital customer onboarding & engagement
- ✓ Open API based Digital Exchange layer for low/no code configurations of UIs & business processes
- ✓ Digital Marketplace for rapid spin-off of new instances and accelerate smart offerings
- ✓ Leverage AI-driven insights for personalized marketing, improved automation, reduce costs, and increase efficiency.
- ✓ Real-time advanced analytics to improve Customer Lifetime Value (CLV)



## Csmart Synapse for MVNEs

SaaS BSS to Drive Next-Generation Digital Services  
and New Revenue Streams

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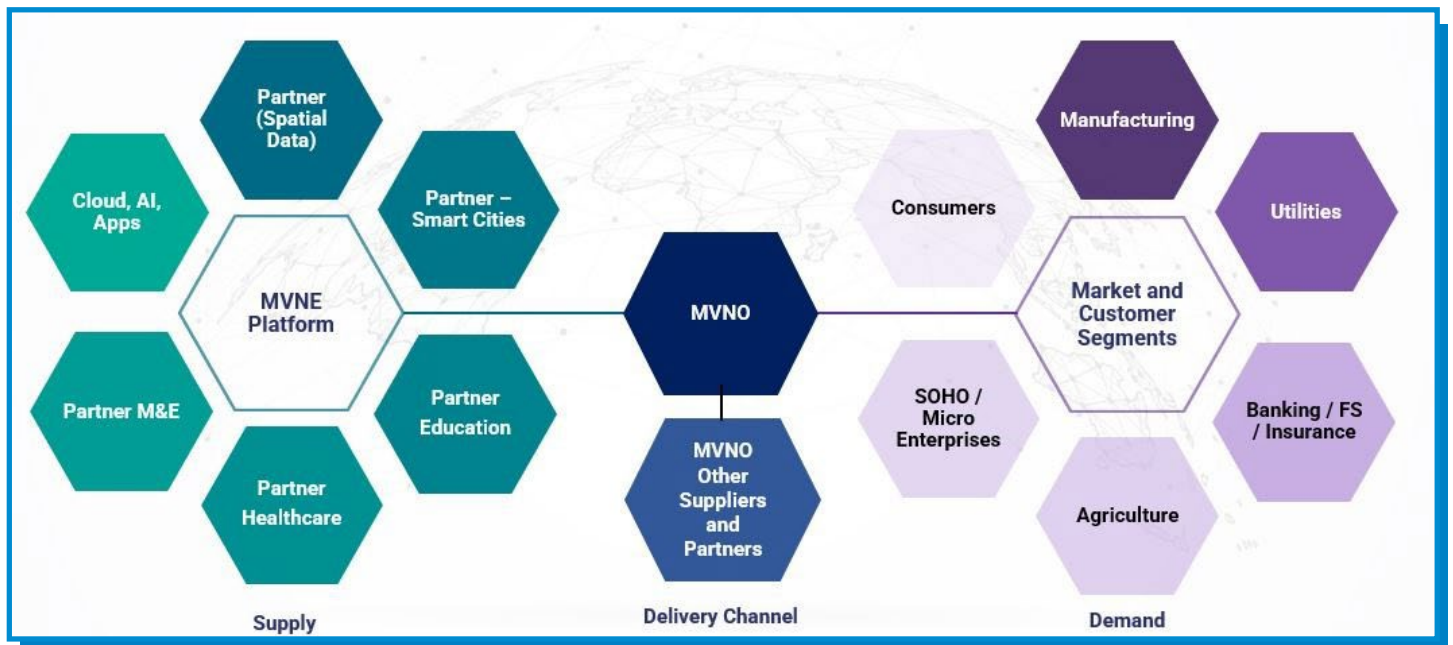
# Introduction

As telecommunications evolve with 5G and IoT, the need for Mobile Network Operators (MNOs) to diversify and enrich their offerings becomes critical. This shift sees MNOs evolving into Mobile Virtual Network Enablers (MVNEs), facilitating brands and enterprises from various domains to launch their MVNEs. Csmart Synapse emerges as a pivotal tool in this transition, designed to empower MNOs and MVNEs alike with the capabilities to navigate the complexities of digital service provision and foster robust digital ecosystems.

## Transforming MNOs into MVNE Powerhouses

MNOs are uniquely positioned to leverage their infrastructure and expertise to become MVNEs, enabling a spectrum of industry-specific or brand-centric MVNOs. This transition is crucial for tapping into the enterprise segment's potential, significantly influenced by 5G advancements, and moving beyond traditional consumer-focused models.

## MVNE 2.0 Ecosystem



MVNEs must transform their platforms and business models to enable MVNOs to succeed in the new era. From onboarding of different purpose built xVNOs to supporting their evolving and future needs, a Digital MVNE platform should meet all the requirements.

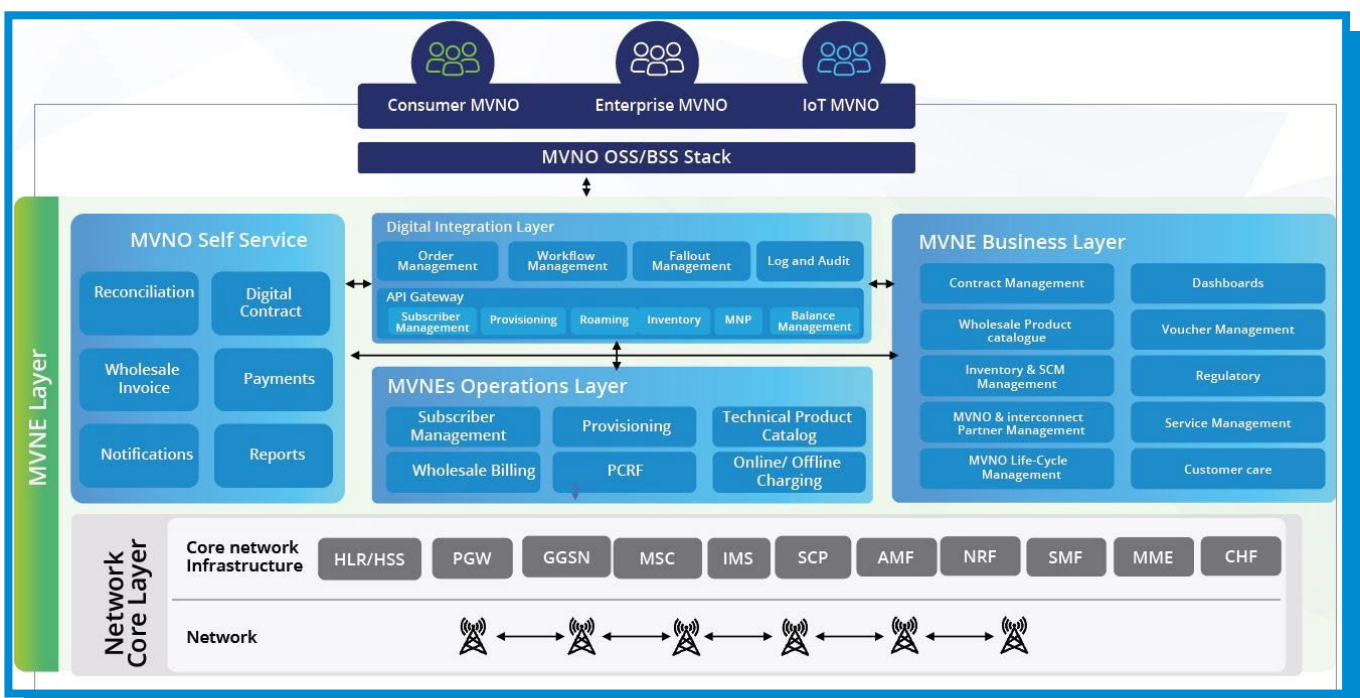
# Simplifying MVNO Success: The Power of a Unified Digital MVNE Platform

A unified Digital MVNE platform addresses critical challenges by eliminating the complexity and high costs associated with multi-vendor solutions, ensuring robust security against breaches, and dramatically reducing time to market. This all-in-one solution streamlines operations, integrates essential features seamlessly, and provides a clear, agile roadmap for implementation. By consolidating services into a single platform, it simplifies the MVNO ecosystem, enabling efficient management and deployment of telecom services, and fosters an enhanced, omnichannel customer experience, setting the stage for MVNO growth and innovation in the telecom sector.

## Csmart Synapse, A SaaS BSS for MVNE 2.0: A paradigm Shift














Csmart Synapse is a cloud-native, SaaS BSS Platform designed to meet the evolving needs of both MVNEs and MVNOs. It allows for unparalleled flexibility and scalability, supporting a horizontally scalable platform of MVNOs across various industries, including banking, retail, and IoT, to name a few. Csmart Synapse can be deployed on public/private clouds, on-premises, or in hybrid configurations, offering a comprehensive suite for MVNEs to manage and scale their operations efficiently.

## Csmart Synapse Architecture





# Platform features

-  Cloud-native platform with plug-and-play, pre-integrated features ensuring easy scalability and adaptability.
-  Open API and TMF ODA compliant for effortless system integrations.
-  Multi-tenant architecture supporting robust operations and business support systems.
-  Smart Care for MVNO self-service, alongside a diverse product catalogue enabling independence from MVNE/MNO constraints.
-  Catering to all MVNO types including Consumer, B2B, and IoT/M2M, with end-to-end MVNE processes.
-  Multi-language, multi-country, and multi-currency capabilities for worldwide operations.
-  Highly customizable, scalable, and secure, with regular security updates.
-  Partner-enabled marketplace facilitating quick partner onboarding and service listing.
-  Supports customer acquisition, retention, and the launch of sub-brands and non-telco revenue streams.
-  Offers richer customer interactions and quick access to the latest value-added services.
-  Configurable, workflow-driven approach for launching new services with low Capex and Opex.
-  Supports various commercial models for wholesale and retail operations.
-  Leverages 5G and IoT technologies for tailored connectivity packages.

# Business Benefits



## Seamless Multi-Tenancy Architecture

Offers distinct, secure environments for each MVNO, ensuring data integrity and operational independence within a shared infrastructure.



## End-to-End Digital Ecosystem

Integrates with digital marketplaces, enabling MVNOs to extend their offerings to non-telco services and partnerships seamlessly.



## Automated Workflow Management

Automates key operational processes, from customer onboarding to billing, reducing manual efforts and errors.



## Advanced Analytics and AI

Employs AI-driven insights for better decision-making, optimizing marketing strategies & enhancing customer service.



## Global Compliance and Scalability

Adheres to international regulatory standards, facilitating global expansion with support for multi-language, multi-currency transactions.



## Ecosystem Flexibility

Allows MVNOs to select and customize services and features based on market needs, ensuring relevance and competitiveness.



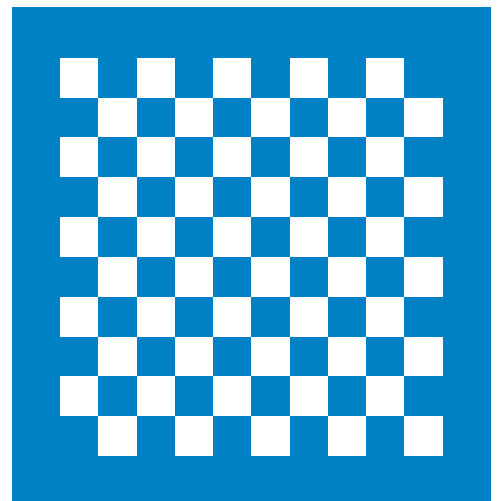
## Cloud-Native Reliability

Leverages the reliability and scalability of cloud infrastructure, ensuring high availability and performance even under peak loads.



## Sustainable Operational Model

Promotes sustainability by reducing physical infrastructure needs and optimizing resource usage through cloud efficiencies.



Csmart Synapse redefines the MVNE landscape, equipping MNOs to transition into dynamic MVNEs that empower a new generation of digital services. By embracing Csmart Synapse's comprehensive suite, MVNEs can unlock new revenue streams, foster innovation, and ensure the growth and sustainability of their MVNO partners in the digital era.

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# Csmart Synapse for 5G

SaaS BSS to Revolutionize  
5G Connectivity

Csmart Synapse is a 5G-capable SaaS BSS platform, aligned with TM-Forum ODA standards for swift service deployment. It features a sophisticated order fulfillment system pre-integrated with 5G network components, leveraging containerized microservices for scalability. With open APIs for ecosystem integration and a centralized product catalogue, Csmart Synapse enables rapid launch of personalized, innovative 5G services. Its Digital Marketplace facilitates easy partnerships, while its SaaS BSS platform supports 5G charging needs, ensuring compliance with 3GPP standards and offering scalability for evolving service providers demands. From empowering Mobile Virtual Network Operators (MVNOs) and Enablers (MVNEs) to catalyzing the deployment of private networks, Csmart Synapse is at the forefront of driving efficiency, innovation, and profitability in telecom services.

# Elevating Network Capabilities and Service Innovation ✦

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Csmart Synapse has a suite of 5G-focused offerings, strategically developed to cater to the dynamic demands of the contemporary telecommunications industry, each solution component harnesses cloud-native adaptability, operational efficiency, and scalability, ensuring streamlined delivery and management of next-generation telecom services.

## Comprehensive Key Features Across Csmart 5G Solutions ✦

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### ✦ Monetization through Slicing ✦

The SaaS BSS platform facilitates the monetization of customized network slices, allowing service providers to create and sell tailored network capabilities as distinct services.

### ✦ 5G SA/NSA Compatibility ✦

The SaaS BSS solutions are designed for compatibility with both Standalone (SA) and Non-Standalone (NSA) 5G network architectures, offering service providers the flexibility needed for dynamic provisioning.

### ✦ AI-Driven Insights and Automation ✦

Utilizes artificial intelligence for enhanced decision-making, network management, and predictive analytics.

### ✦ Cloud-Native SaaS Platform ✦

Delivers unparalleled scalability and agility, enabling rapid deployment and management of telecom services across environments.

### ✦ Robust Security Measures ✦

Advanced protocols ensure the integrity and privacy of network data, a cornerstone in the age of widespread digital connectivity.

### ✦ IoT and Edge Computing Synergy ✦

Enables efficient IoT device connectivity and edge applications, unlocking innovative smart city and industrial solutions.

### ✦ Seamless Integration and Open API Architecture ✦

Facilitates effortless integration with third-party applications, promoting innovation and collaborative growth.

### ✦ Enhanced Customer Digital Experience ✦

Empowers providers with tools for personalized, multi-channel customer engagement, elevating service standards.

# Transformative Benefits for Telecom Service Providers ✦



## Accelerated Digital Transformation

Swiftly deploy cutting-edge 5G services, setting a benchmark in the competitive telecom landscape.



## Operational and Cost Efficiency

Leverage AI and cloud technologies to streamline operations and optimize expenses, enhancing profitability.



## Market Leadership

Introduce novel, low-latency services that position your enterprise at the forefront of the telecom industry.



## Scalability and Future-readiness

Easily scale services to meet evolving business needs while staying aligned with technological advancements.



## Global Service Delivery

Extend your reach with multi-tenant, multi-language, and multi-currency capabilities, catering to an international customer base.



## Data Protection and Compliance

Ensure the highest standards of data security, maintaining customer trust and meeting regulatory requirements.

# Join the Csmart 5G Revolution

Csmart Synapse for 5G is not merely about adapting to next-generation technology; it is about redefining the possibilities of telecommunications. By leveraging Csmart Synapse, service providers gain the strategic advantage to transform network capabilities, create unmatched customer experiences, and unlock new avenues for growth and success in the digital era.

Embark on your journey to telecom excellence with Csmart Synapse. Explore how our innovative solutions can transform your services, operational efficiency, and market potential.

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# Csmart Synapse for IoT

SaaS BSS to Orchestrate IoT Ecosystem  
for Transformative Business Outcomes

Csmart Synapse revolutionizes Concept-to-cash-to-care process of IoT services through its advanced SaaS BSS platform. Designed to go beyond the boundaries of typical technology, Csmart Synapse for IoT delivers bespoke solutions that resonate across a spectrum of sectors. Imagine propelling manufacturing into a new age, elevating healthcare services, transforming retail environments, and building the foundation of smart cities—all through the lens of Csmart Synapse. Embark on a transformative journey with us and unlock the experience of seamless integration of device lifecycle management, automated service provisioning, real-time analytics, and flexible billing options for a bundle of multi-vendor products, all supported by a robust platform following all the desired security principles. Central to its unique offering is a vibrant marketplace, a pivotal element for expanding service delivery and market presence. This platform acts as a thriving ecosystem for service providers to showcase and monetize an extensive range of IoT solutions, stimulating innovation and fostering collaboration.

# Tailoring IoT Innovations Across Diverse Industries with Csmart Synapse ✦

Csmart Synapse for IoT stands at the forefront of technological innovation, offering a versatile and dynamic platform that seamlessly adapts to the multifaceted needs of various industries. From the bustling floors of manufacturing plants to the critical operations of healthcare facilities, the engaging environments of retail spaces, and the progressive landscapes of smart cities, Csmart Synapse is engineered to address and capitalize on the unique challenges and opportunities each sector presents.

## Csmart Synapse is instrumental across a spectrum of IoT use cases ✦



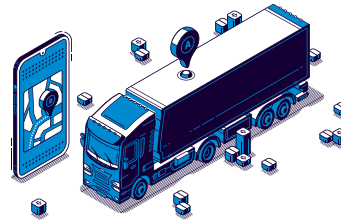
### ✦ Smart City Infrastructure ✦

Csmart Synapse enables service providers to develop and monetize integrated solutions for traffic management, public safety, and utilities, turning urban areas into hubs of efficiency and sustainability. By leveraging IoT data, providers can offer municipalities actionable insights for decision-making, leading to subscription-based models for data services and analytics.



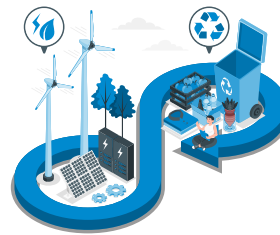
### ✦ Industrial IoT ✦

Csmart Synapse is pivotal for IIoT, where it manages and monetizes complex machine-to-machine communications and data exchanges. Providers can offer manufacturers predictive maintenance services, asset tracking, and automation capabilities, leading to new usage-based billing opportunities.



### ✦ Intelligent Transportation Systems ✦

Utilizing IoT to improve transportation networks, Csmart Synapse helps in monetizing real-time data feeds for traffic and public transit systems, facilitating dynamic pricing models and premium service tiers for access to specialized data.



### ✦ Energy and Resource Management ✦

In energy sector, Csmart Synapse facilitates the monetization of smart grid technologies, enabling service providers to offer tiered energy management solutions and variable pricing based on consumption patterns.

# Pivotal Features and Enhanced Functionalities

## ◆ Device Lifecycle Management ◆

Administers the entire spectrum of IoT devices, from onboarding to decommissioning, ensuring seamless operation and optimal asset utilization.

## ◆ Automated Service Provisioning ◆

Deploys IoT services rapidly, with precision and minimal manual intervention, allowing for swift market entry and scalability.

## ◆ Partner and Supplier Ecosystem Management ◆

Manages complex partner and supplier relationships and settlements, enabling service bundling and revenue sharing with ease.

## ◆ Service Provider-Driven Marketplace ◆

Offers a robust platform for service providers to present an extensive array of IoT solutions and services directly to their customers, fostering collaboration with key partners and suppliers.

## ◆ Real-Time Data Analytics ◆

Transforms raw IoT data into actionable insights, facilitating strategic decision-making and service optimization.

## ◆ Flexible Billing and Charging ◆

Adapts to diverse IoT business models with customizable billing, supporting usage-based, subscription, and one-time fee structures.

## ◆ API-First Integration ◆

Offers an API-driven approach for integration with third-party services, enhancing service agility and ecosystem connectivity.

## ◆ Comprehensive Security ◆

Incorporates robust security protocols to protect IoT data and services, instilling confidence and trust among users.

# Strategic Business Benefits Unlocked by Csmart Synapse



### Enhanced Revenue Generation

Leverages advanced billing and service configurations, allowing providers to craft and monetize innovative IoT solutions effectively.



### Expanding Market Opportunities

Opens avenues for novel business models and revenue channels within the vast IoT ecosystem, supported by marketplace dynamics.



### Optimized Operational Processes

Reduces overhead through automated workflows and intelligent device management, streamlining service execution.





### Agile Market Responsiveness

Maintains a competitive edge with the platform's ability to swiftly adapt to evolving market demands and customer preferences.



### Personalized User Experiences

Utilizes data-driven insights to develop customized services, elevating user engagement and satisfaction levels.



### Unified Service Ecosystem

Facilitates the smooth incorporation of IoT solutions into existing infrastructures, promoting a synchronized and efficient operational framework.

## Navigating the Future with Csmart Synapse ✦

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Choosing Csmart Synapse platform for IoT represents a strategic decision to not only adopt IoT technology but also to drive the evolution of smart, interconnected business operations. The platform empowers businesses to proficiently manage their IoT environments, unlock new opportunities for innovation, and harness advanced monetization strategies, ensuring a competitive edge in the fast-paced digital landscape.

Discover the transformative impact of Csmart Synapse on your IoT business operations, including the potential for new revenue streams. Embark on a journey toward intelligent connectivity, operational innovation, and enhanced monetization



# Covalensedigital Telecom BPaaS

## The Path to Digital Transformation

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## Overview

Covalensedigital's Telecom BPaaS streamlines the business operations and optimizes complex business processes with digital solutions that quickly adapt to dynamic market changes by leveraging modern SaaS and cloud-native technologies to accelerate market entry. Our goal is to boost operational efficiency and customer experience, fostering agility, innovation, and growth for futuristic telecom businesses through new avenues supported by the latest technology such as 5G centric solutions, steering Telcos into a new digital era i.e, **transforming a CSP into a Techco and going beyond connectivity.**

## Our Approach & Solutions

Our approach involves three phases “**Mining**”, “**Discovery**” and “**Analytics**” of the existing business processes, guided by our industry-standard "unique cookbooks" for in-depth analysis to optimize workflows and automation opportunities in every possible way. Covalensedigital's Telecom BPaaS defines customized strategies either for enhancing Brownfield operations or for Greenfield initiatives, rooted by the "**First time Right**" philosophy. This approach ensures the unlocking the new revenue streams and fosters digital growth through careful planning and effective scaling.

Covalensedigital's Telecom BPaaS facilitates a transformative journey across eight layers: Market & Sales, Product, Customer, Service, Resource, Business Partner, Enterprise, and Operations, driven by the pillars of new age technology platforms and performance.

## Future Proofing with Telecom BPaaS

Centred around "**Concept to Cash to Care**" business processes, our BPaaS streamlines operations with over 60 fully automated business flows across Customer Onboarding, automating key operations including Case Management (network, enquiry, disputes) & customer interaction platforms. It also automates Backoffice business workflows like billing, invoicing, and batch/scheduled jobs alongside monitoring and alerts with self-healing SOPs for comprehensive automation potential.

Covalensedigital's Telecom BPaaS Partner Centric Solution help Telcos to innovate new revenue streams through seamless partner management. It is powered by continuous learning for precise service recommendations and in-depth settlement model analysis, adhering to TM Forum standards for seamless ecosystem integration. Our digital onboarding and Partner 360° Fitment Studies provide crucial insights for partner service alignment and advocate for flexible negotiations, tailoring contracts, and settlements for mutual growth. This strategy optimizes settlements for real-time partner services like OTT or offline partners dealing with physical goods, ensuring seamless Zero Touch Partner experiences.

Our strategy incorporates GenAI/AI insights for the future ready business recommendations aligning to the changing market dynamics, ensuring efficiency and effectiveness across all new revenue services and operational phases, from customer engagement to automation.

## Benefits & Competitive Edge

Covalensedigital's Telecom BPaaS encompasses a 1000+ years of collective experience, building more than 100+ accelerators in collaboration with over 40 global Telcos, delivers all required optimizations and operational excellences.

It also addresses key challenges like data security, compliance, and system integration for smooth digital transformations.

We employ cost-effective, cloud-native solutions aligning to TM Forum ODA, Open API & Microservices architecture to position the Telcos for futuristic opportunities and meet the dynamic needs of the communications landscape. This translates into core benefits of ensuring the agility in system's performance and higher NPS.

## Revolutionizing Telecom Industry Dynamics

Covalensedigital's Telco BPaaS provides Telcos with a cloud-native operational and business support system, utilizing AI for analytics and automation. This platform streamlines customer journey configuration, marketplace interaction, and partner integration, shortening time-to-market with lowering initial expenses by adopting SaaS solutions.

Telcos leverage our platform, enabling them to adapt to innovations like MVNx, 5G, IoT, and Satellite, as well as to embrace SMARTx monetization and enhance customer engagement.

Our engagement model focuses on measurable outcomes, covering all operational aspects with a Telco SaaS approach, supported by our credentials:



Serving over 50 million subscribers



Achieved 3x speed to market



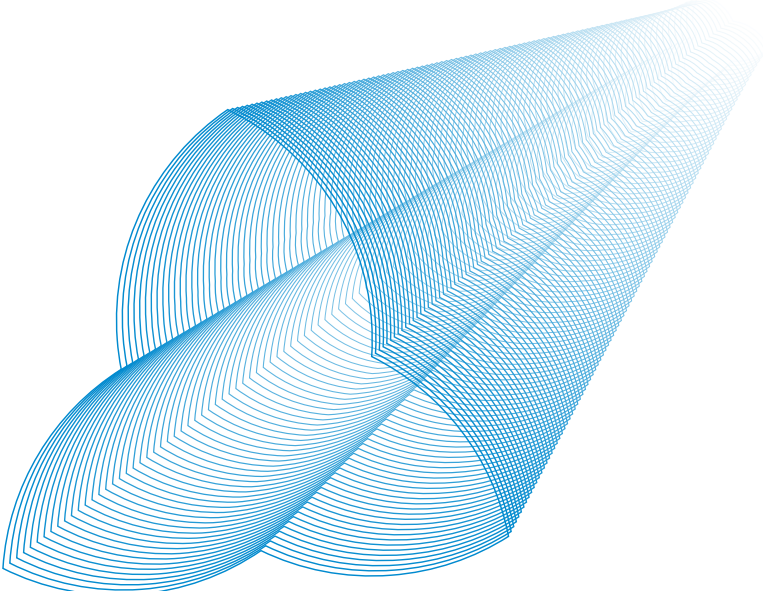
Handling 500M+ transactions per day



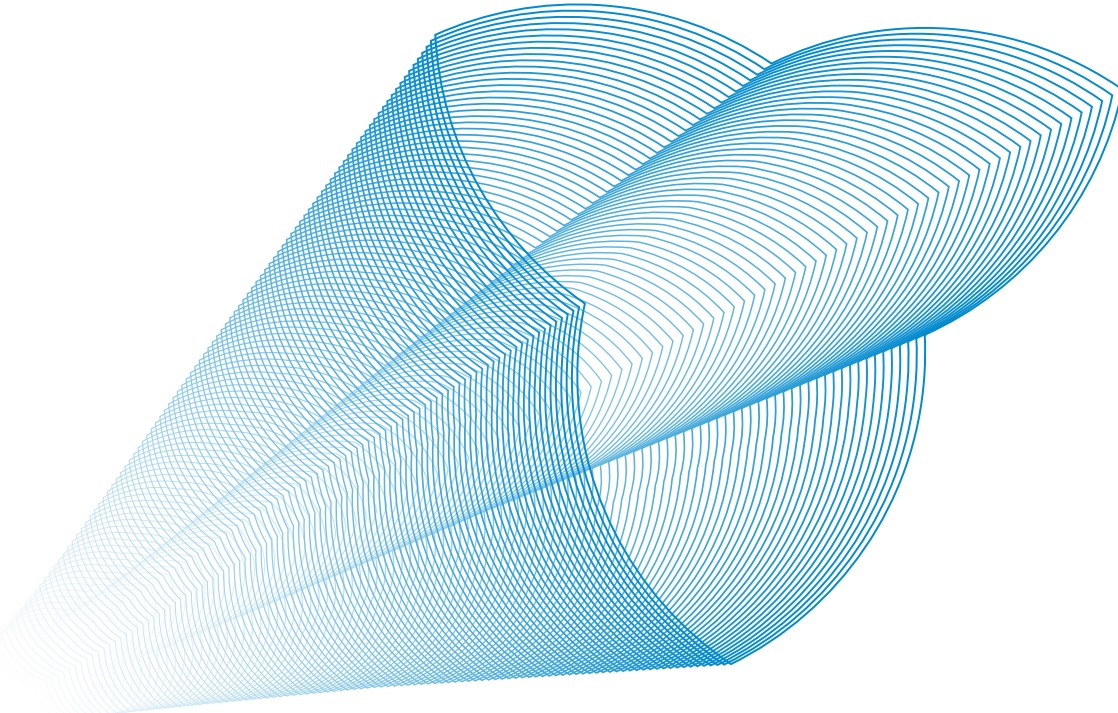
Pay-as-you-grow model - 40% cost-saving



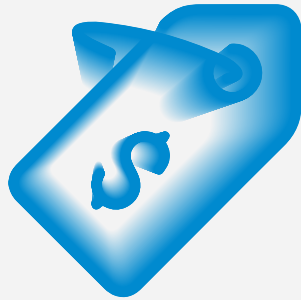
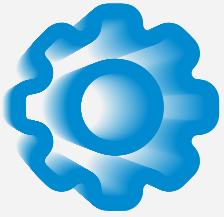
Increasing operational efficiency by 60%



# Csmart Products

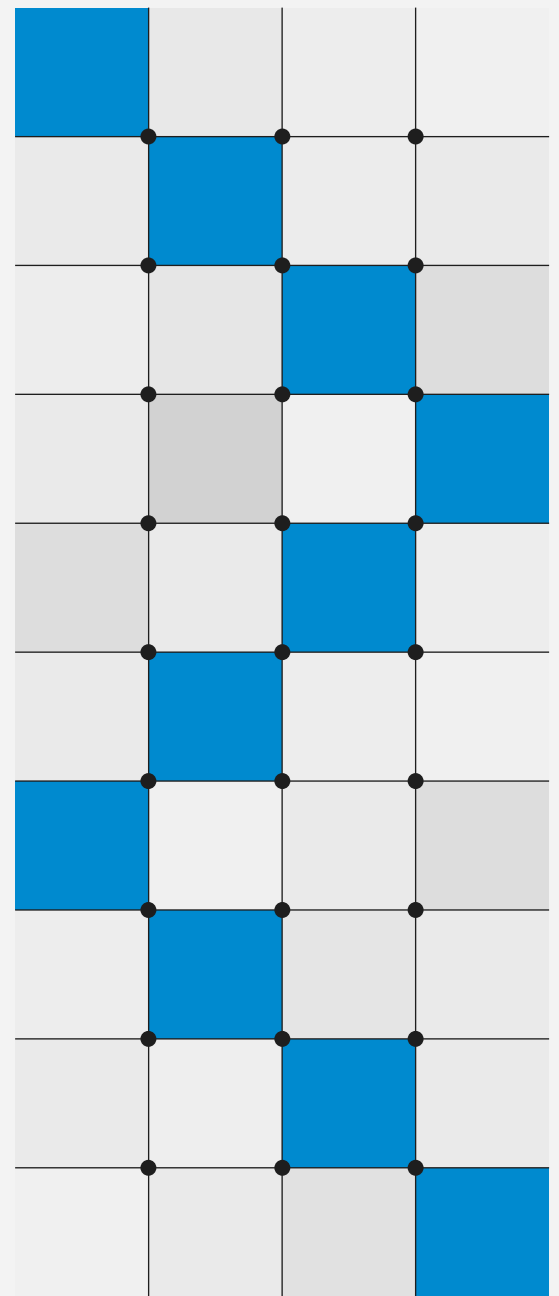


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# CPQ

Empowering Sales Precision



In the dynamic realm of pricing and product configurations, Csmart CPQ stands at the forefront of innovation, employing generative AI to revolutionize the way sales teams, partners, and customers tackle the complexities inherent in pricing, configuration, and quoting processes.

This advanced CPQ engine leverages generative AI concepts to continuously learn from and adapt to customer inputs and requirements, ensuring solutions not only meet but anticipate market demands. As a result, it becomes an indispensable tool in driving efficiency and transforming the configuration, pricing, and quoting landscape into a streamlined, intuitive experience.

# Empowering Your Sales Journey with Key Capabilities

## Intelligent Analytics and Insights

Csmart CPQ's generative AI sifts through extensive data, offering insights into pricing and market trends, enabling strategic, data-informed pricing decisions and competitive positioning.

## Adaptive Learning Algorithms

Csmart CPQ refines quoting processes using real-time customer feedback, enhancing personalization and accuracy in customer engagements, ensuring offerings align closely with specific customer preferences and requirements.

## Dynamic Pricing Engine

Powerful pricing engine enables precise and real-time quote generation, offering dynamic discount management and ensuring accurate pricing tailored to specific customer needs.

## Configurability Excellence

Seamlessly configure even the most intricate products with ease. CPQ empowers users to personalize product configurations according to unique requirements, reducing errors and enhancing customer satisfaction.

## Unified Sales Process

Optimizes the sales journey from prospect to order, consolidating the sales process and streamlining workflows for sales representatives, partners, and customers, ensuring a cohesive and efficient experience.

## Cloud-based Accessibility

Our Cloud-based Csmart CPQ offer flexibility and accessibility, allowing users to access, configure, and generate quotes anytime, anywhere, ensuring a responsive and efficient sales process.

### **Dynamic Pricing Control**

Gain precise pricing control and dynamic discount management that adapts to the demands of the market.

### **Seamless Configuration**

Effortlessly configure even the most intricate products, ensuring an accurate representation of customer requirements.

### **Unify the Sales Process**

The CPQ optimizes enterprise architecture while unifying the sales process from initial prospect engagement to final order placement.

### **Cloud-based Solutions**

Leverage Cloud-based commercial off-the-shelf (COTS) CPQ solutions for streamlined processes.

## **A Strategic Advantage**

Experience swift and accurate quote generation that benefits not just internal sales team but also partners and customers alike.

### **Eliminate Manual Errors**

Ensure up-to-date and error-free product and pricing information, eliminating the risk of manual errors.

### **Maximize Cross-Sell and Upsell**

Expedite quote presentation, minimizing customer wait time, and maximizing cross-sell and upsell opportunities.

### **Automate with Confidence**

Leverage preprogrammed rules to automate quote generation, customization, configuration, and the addition of products, all backed by a comprehensive price book and discount functionality.

### **Collaborate and Share**

Empower users to collaborate in real-time, 'Share Quotes' with end-users, and streamline the approval and contract creation process.

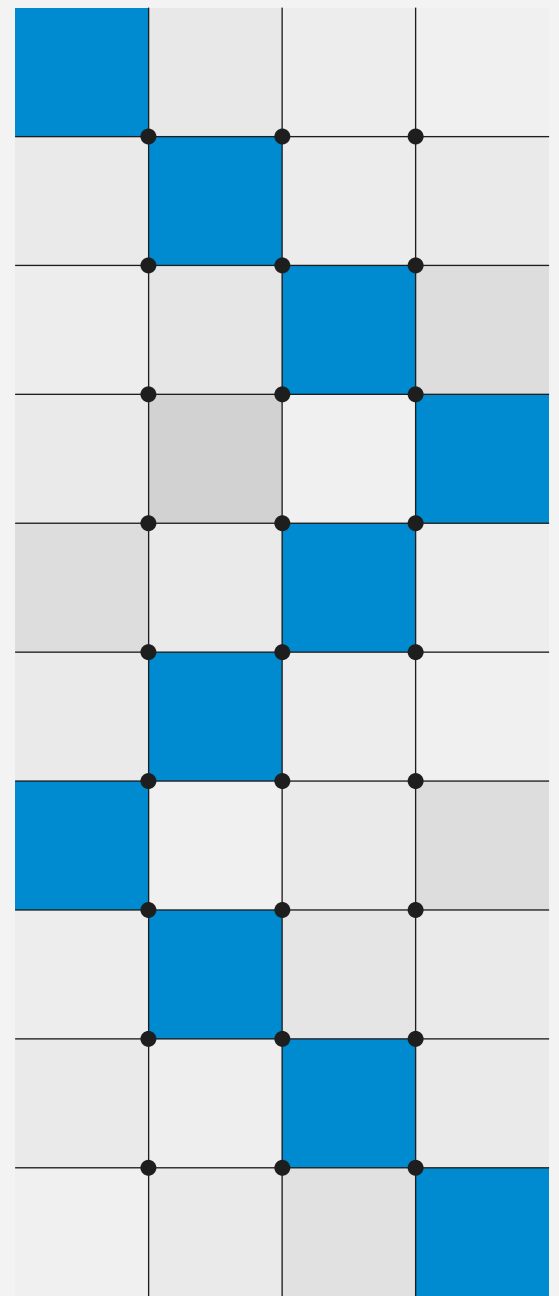
Unlock the Power of Precision with Csmart CPQ. Request a demo today to explore how it can reshape sales process, increase efficiency, and maximize revenue opportunities.





# Case

Accelerating Customer Happiness: Mastering Swift Issue Resolution Techniques through Csmart Case



In today's fast-paced world, customers expect quick resolutions to their queries and complaints. Traditional ticketing systems that rely on methods like phone calls, emails, and SMS can lead to customer dissatisfaction and negatively impact Net Promoter Scores (NPS).

To tackle this challenge, the Csmart Case product introduces Generative AI interventions designed to enhance issue resolution and elevate customer service. This innovative approach not only accelerates problem-solving but also anticipates potential issues before they arise or are reported. It goes beyond conventional ticketing systems by offering a variety of modern complaint channels, seamlessly integrating with Call Center Systems (IVR), social media, Email and even WhatsApp to ensure that customers can communicate on their preferred platform, showcasing a commitment to omni-channel integration.

Csmart Case also provides versatility in ticketing workflows, supporting different ticket categories and allowing for customized workflows. This flexibility extends to the ability to define auto-assignment rules, such as Round Robin or assigning tickets to the least busy agent. Additionally, it maintains a comprehensive knowledge base with case details and resolutions for each ticket, facilitating rapid ticket resolution.

Recognizing the importance of user productivity, the solution includes a reporting and dashboard tool that offers actionable insights. Users can access real-time data on assigned, addressed, unassigned, closed, and reopened tickets, helping enhance overall productivity.

# Distinguishing Features

<b>Knowledge Management</b> Utilize a robust knowledge management system to provide support teams with a repository of solutions and best practices.	<b>Escalation Matrix</b> Implement a structured escalation matrix to route critical concerns to the relevant personnel promptly.	<b>Ticket Auto-Assignment</b> Automate ticket distribution to appropriate team members based on their expertise for efficient handling.
<b>Automated Assignment Management</b> Streamline resource allocation by automating task assignments based on agent skills and workloads.	<b>SLA Management</b> Enforce SLAs to maintain commitments for response and resolution times.	<b>Dashboard and Reporting</b> Access comprehensive dashboards and real-time reporting tools for insights into support team performance.

# Business Benefits Amplified

## Enhanced Efficiency

Streamline issue resolution, reducing waiting times and boosting customer satisfaction.



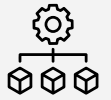
## Higher NPS Scores

Improve Net Promoter Scores by promptly addressing customer queries and complaints.



## Optimized Resource Allocation

Intelligently distribute tickets with auto-assignment, ensuring efficient task handling.



## Timely Escalation

Ensure issues reach the right personnel swiftly through the escalation matrix.



## Seamless Experience

Elevate customer support quality for higher customer retention and loyalty.



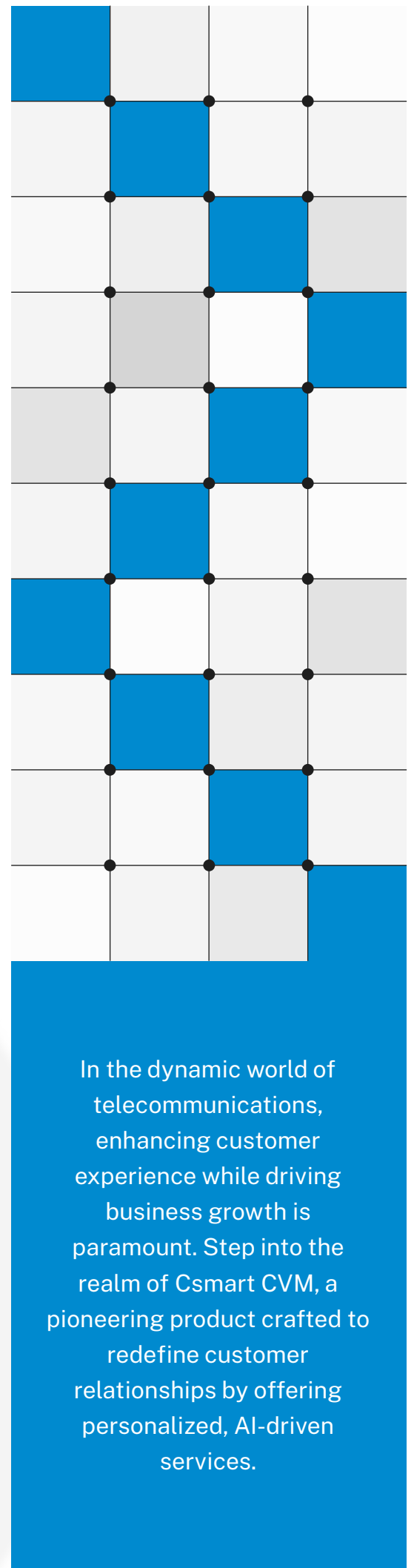
Elevate your customer support with Csmart Case today! Get in touch for Demo to explore how our innovative features can revolutionize your customer service landscape. Your customers deserve the best – give them the efficiency and responsiveness they expect.

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# Customer Value Management (CVM)

Elevating Customer Engagement and Business Growth through Tailored Solutions



In the dynamic world of telecommunications, enhancing customer experience while driving business growth is paramount. Step into the realm of Csmart CVM, a pioneering product crafted to redefine customer relationships by offering personalized, AI-driven services.

By leveraging Generative AI to understand and categorize subscriber preferences, Csmart CVM enables service providers to present customized options that resonate with individual needs, demonstrating a deep appreciation for each customer's partnership.

# Empower Customer Relationships with AI-Driven CVM

Revolutionize customer interactions with the power of AI-driven CVM. This platform is a gamechanger, boosting customer satisfaction and cultivating strong service provider partnerships. Harness AI-Personalized Marketing Services to intimately engage customers through tailored offers and promotions

## Generative AI-Personalized Engagement

Csmart CVM utilizes Generative AI to deeply understand subscriber behaviors and preferences, offering highly customized solutions that foster customer loyalty. This approach not only enhances satisfaction but also strengthens the bond between service providers and their customers.

## Monetize Engagement through Gamification

Transform customer engagement into revenue growth with gamified loyalty programs. Lead by implementing engaging initiatives that generate revenue. As customers participate and interact, your brand gains prominence and loyalty flourishes, contributing to sustainable business growth.

## Enhance Brand Presence through Cross and Upselling

Amplify brand visibility strategically with targeted promotions and loyalty incentives. Csmart CVM is gateway to streamlining marketing communication, facilitating seamless customer interactions, and boosting sales through effective partner integration. Elevate your brand presence and entice customers with irresistible offers.

## Empower Communication Strategy

Take your communication strategy to the next level. Experience the benefits of tailor-made rewards and promotions, creating a profound impact on customer engagement and experience. Configure customized promotions and loyalty rewards effortlessly to meet each customer's unique needs.

## Seamless Multi-channel Integration

Stay ahead in the ever-evolving telecommunications landscape with seamless multi-channel integration. Csmart CVM enables to effortlessly launch new campaigns across various digital touchpoints such as WhatsApp, E-mail, SMS, and more. By reaching customers where they are, service providers can maximize impact and effectiveness in the market.

# Unveiling the Business Benefits



## Enhanced Customer Engagement

Personalized solutions and value-added services strengthen customer relationships, leading to enhanced engagement and loyalty.



## Revenue Growth and Monetization

Transform engagement initiatives into revenue streams with gamified loyalty programs, positioning business for sustainable growth.



## Strategic Brand Enhancement

Boost brand presence and awareness through targeted promotions and loyalty incentives, while streamlining marketing communication for maximum impact.



## Tailored Marketing

Customize promotions and rewards to meet each customer's unique preferences, fostering a deeper level of engagement and customer satisfaction.

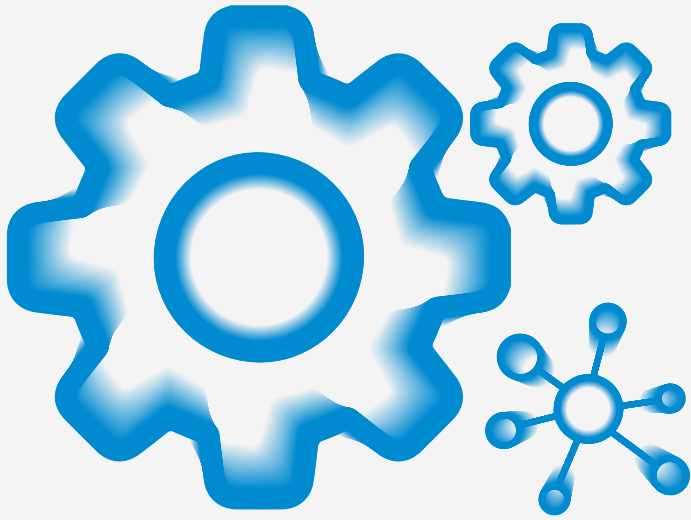


## Multi-channel Effectiveness

By utilizing multi-channel integration, it ensures campaigns reach customers through their preferred communication channels, maximizing campaign success.

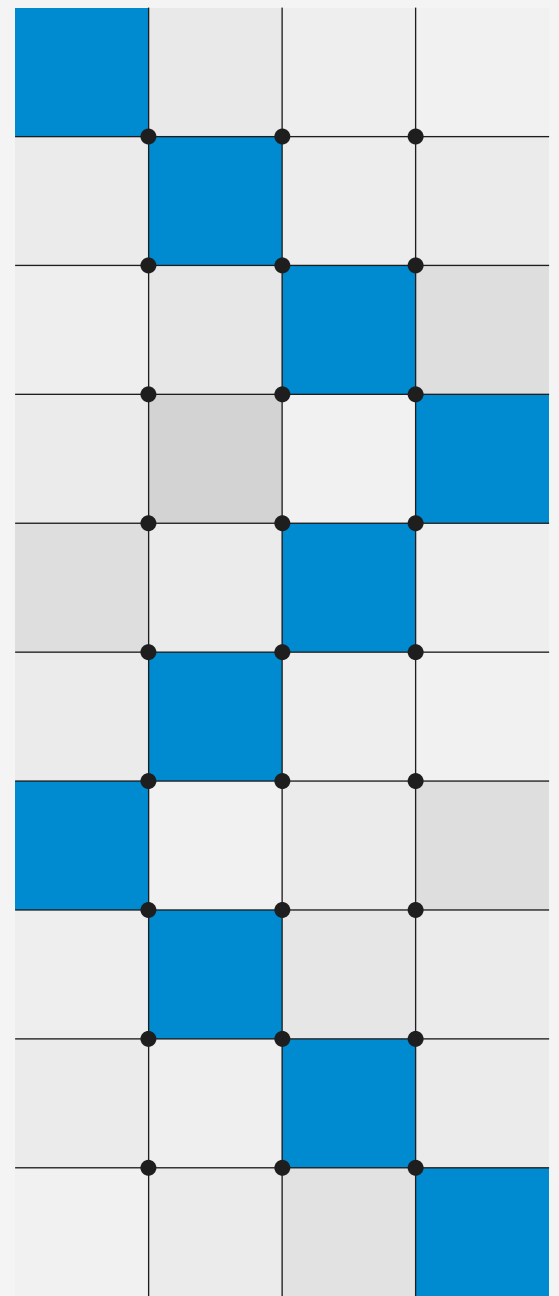
Embark on a transformative journey and witness how tailored solutions and value-added services can propel your telecommunications business to new heights. Request a demo today to explore the innovative capabilities that position Csmart CVM at the forefront of customer engagement and business growth.

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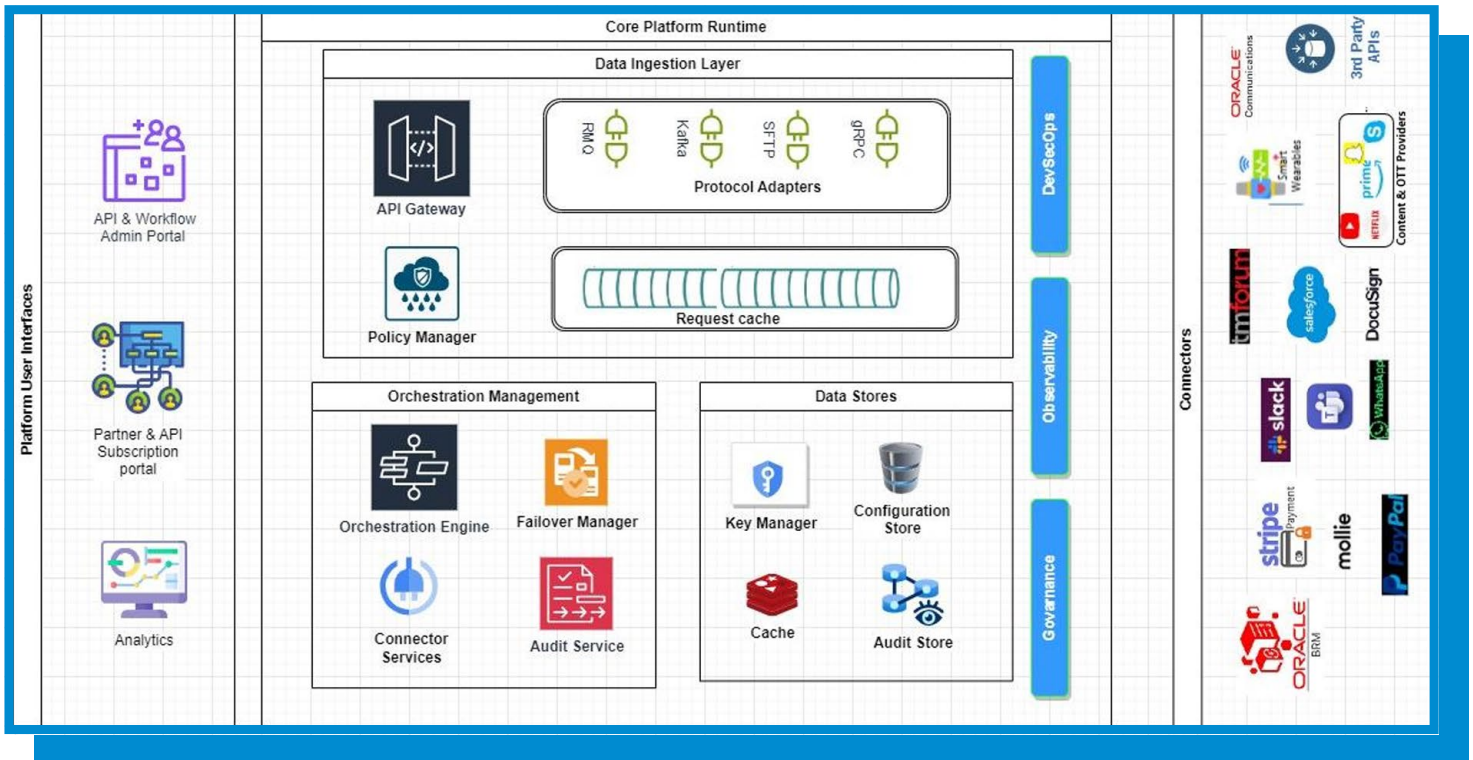
# iPaaS

Enterprise API Gateway for  
Seamless Integration



In today's digital arena, Csmart iPaaS stands as a beacon of innovation enabling API Management and orchestration platform that revolutionizes application connectivity. This platform is the key to unlocking unprecedented integration efficiency and agility within the vast and complex ecosystem of enterprise software applications.

By bridging disparate systems across diverse environments, Csmart iPaaS not only accelerates time-to-market with its seamless no-code/low-code deployment but also ensures operational excellence through its extensive library of industry-specific connectors. Designed with an Open API foundation, it offers a scalable solution to enhance data flow and catalyze business growth, marking a new chapter in enterprise digital transformation.



# Revolutionizing Integration: Unleash Seamless Connectivity

## Identity Services ■

Csmart iPaaS delivers powerful and stringent catalogue of identity services along with the tenancy/partner access management, ensuring efficient and securing way of authentication and authorization access.

## API Wizard & Workflow Integration ■

Streamline API lifecycle enabling effortless design, testing, and deployment of integrated workflows for operational excellence.



## Workflow Mastery & Development ■

Enables real-time, agile workflows with a user-friendly, low-code interface and a vast array of configurable connectors, facilitating seamless workflow creation and monitoring.

## Rich API Repository and Enhanced Management ■

Csmart iPaaS's portal boasts an extensive API library, supporting seamless external integration with advanced publish, subscribe, and monitor capabilities for diverse digital ecosystems.

## Seamless Order Management & Orchestration ■

Automates complex orders and streamlines workflows, ensuring precise execution across systems with real-time tracking and efficient fallout management for service continuity.

## Connectivity & Customization ■

Supports diverse protocols and custom connector creation, providing extensive integration capabilities using no-code/low-code drag and drop configuration and data transformation excellence across cloud and on-premise systems.

## Certified Connectivity & Agile Operations ■

TMForum ODA-certified Csmart iPaaS promises standardized, future-proof integration, fostering flexible, agile operations across diverse cloud and on-premise environments.

## Advanced Analytics ■

Csmart iPaaS delivers detailed insights into API usage and integration performance, enabling strategic, data-driven decisions to optimize operations and enhance efficiency.

# Efficiency Amplified: Accelerating Business Benefits



## Enhanced Efficiency

Streamline operations and workflows, reducing manual effort and boosting platform efficiency.



## Optimized Data Flow

Ensure data reliability and resource utilization by seamlessly tracking and managing information throughout its journey.



## Centralized Control

Maintain consistent command over applications, enhancing security, reliability, and overall integration performance.



## Streamlined Governance

Orchestrate approvals and validations effortlessly, ensuring precise control and accountability in every integration.



## Robust Data Security and Governance

Adhering to rigorous data security and governance benchmarks including GDPR, SOC 2, and HIPAA compliance.



## Future-Ready Connectivity

Connect applications, platforms, and systems seamlessly across diverse environments, enabling flexible and agile operations.

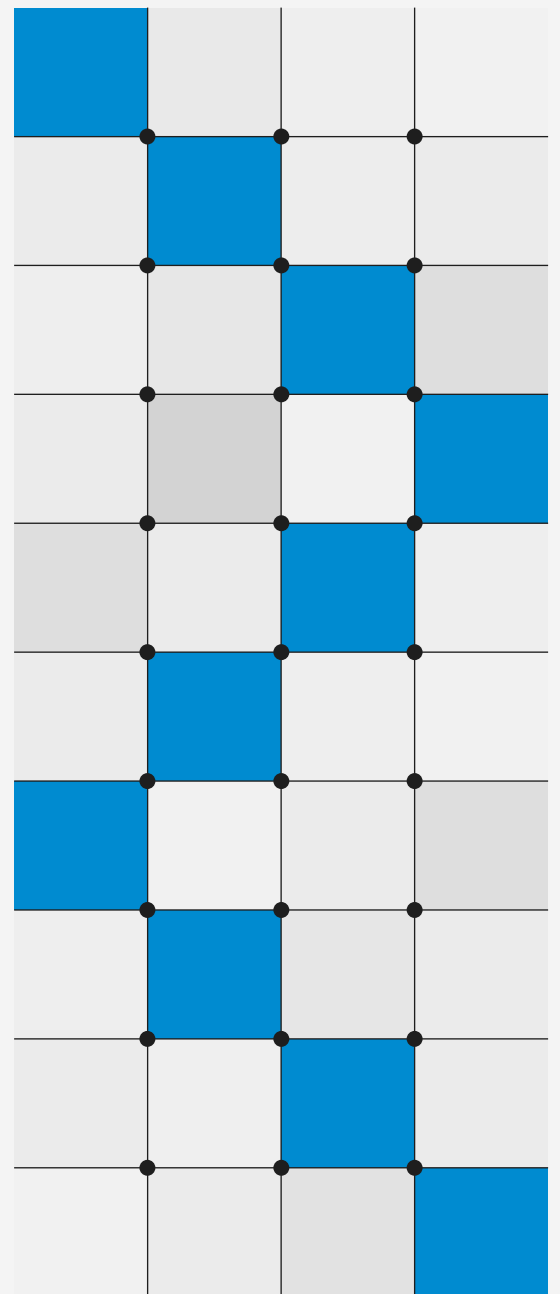
Unlock the full potential of enterprise integration with Csmart iPaaS and its robust API Gateway. Begin your transformative journey - **Request A Demo Today.**

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# Digital Marketplace

Enabling the service providers to offer beyond connectivity



The Csmart Digital Marketplace (CDM) is engineered to redefine the service provider's role in the digital era, moving them beyond connectivity to unlock new revenue channels. As a unified platform, CDM integrates diverse partners, enabling service providers to harness a broader spectrum of digital services and transition into fully digital

This convergence facilitates a collaborative environment ripe for innovation, where monetization and growth go hand in hand. CDM is the platform for service providers to transform into digital companies, cultivating a landscape where modern monetization and seamless partnership drive the digital economy forward.

# Pioneering Your Path: Innovative Capabilities

## Modern Monetization

Revolutionize your monetization strategy with CDM's modern approach. Seamlessly adapt pricing models to capture the full value of your offerings, ensuring sustained growth.

## Frictionless Partnering

Experience the ease of collaborating with partners seamlessly. Eliminate unnecessary obstacles and accelerate your go-to-market strategy with CDM's frictionless partnering capabilities, ensuring smooth and hassle-free collaboration.

## Omni-Channel Buying

Meet your customers where they are. CDM's omni-channel buying ensures a consistent and convenient purchasing experience across all touchpoints, increasing customer satisfaction.

## Digital Contract Management

Simplify complex partnerships with automated digital contract management, ensuring transparency and efficiency in every business interaction.

## Real-Time Analytics

Make informed decisions using real-time data, enhancing customer satisfaction and optimizing your product and service offerings.

## Multi-Tenancy & Multi-Lingual

Serve a diverse audience globally with multi-language and multicurrency capabilities, enriching user experiences and expanding market reach.

## Unified Customer Experience

Deliver a unified experience with personalized partner portals, comprehensive customer care, and real-time engagement, building lasting customer loyalty.

## Streamlined Onboarding

Minimize human touchpoints with efficient partner onboarding, fostering rapid collaborations and reducing time-to-market for new services.

# Elevating Your Business: Tangible Advantages

## Rapid Expansion

CDM empowers virtual network operators to rapidly scale their operations, enabling them to meet the growing demands of the digital marketplace.

## Innovative Service Delivery

With CDM, innovation becomes second nature. Deliver cutting-edge services and solutions, staying ahead of the competition and meeting customer expectations.

## Streamlined Collaboration

Enjoy the benefits of seamless collaboration with suppliers and reselling partners. CDM streamlines the process, allowing you to focus on what truly matters - growing your business.

## Enhanced Customer Satisfaction

Provide a personalized marketplace experience that leads to higher customer loyalty and retention. Satisfied customers are your best advocates.

## Informed Decision-Making

Utilize AI insights and real-time analytics for data-driven decisions that resonate with customer preferences. Make informed choices that drive your business forward.

## Global Reach

Serve a worldwide audience with multi-language and multi-currency capabilities, expanding your market reach and capturing new opportunities.

## Cost Optimization

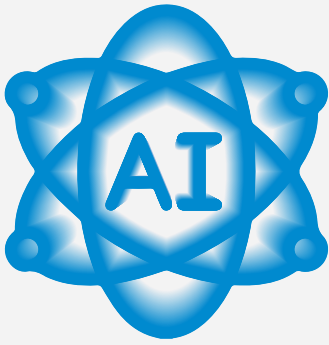
Reduce operational costs through streamlined processes and automation, enhancing profitability and resource allocation.

## Future-Ready Transformation

Embrace technology advancements and data-driven strategies to stay ahead in the competitive digital landscape. Position your business for long-term success.

In a world driven by connectivity and innovation, Csmart Digital Marketplace (CDM) stands as your catalyst for success. With its commitment to pioneering your path and elevating your business through frictionless partnering and delivering unparalleled customer experiences, CDM is your gateway to streamlined business expansion and innovative service delivery in the digital marketplace. Request a demo today to experience the power of a platform that redefines excellence in the world of telecom.

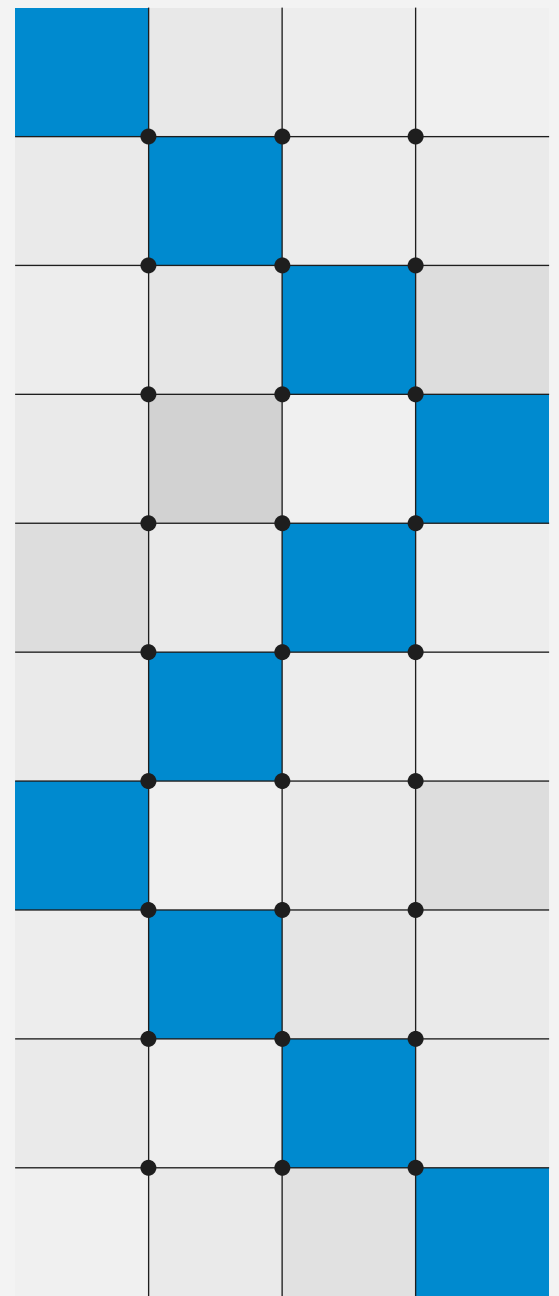
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Telco

# Generative AI

Pioneering Telecommunications  
Evolution through AI-Powered  
Innovations



In the ever-changing landscape of telecommunications, the advent of advanced AI technologies signals a new era of innovation and efficiency. At the forefront of this transformation is Csmart Telco Generative AI, a solution crafted to steer the telecom industry into the future.

This state-of-the-art AI platform is designed to optimize operations, offering service providers a powerful suite of tools for automation, insightful analytics, and strategic decision-making. Designed for tomorrow's challenges, it turns potential obstacles into opportunities for growth and unparalleled customer satisfaction.

# Unleashing the Power of Gen AI for Telecom Advancement

Csmart Telco Generative AI introduces a comprehensive array of features carefully tailored for telecom service providers, ushering in an era of autonomous operations, business efficiency and intelligent decision making. Let's explore the distinctive capabilities that set this product apart

## Elevating Marketing with AI-Driven Campaigns

The platform empowers telecom operators to orchestrate innovative marketing campaigns by leveraging AI-generated themes and content that is deeply aligned with segment targeted customer group and preferences.

## Next Best Reward Optimization

Csmart Gen AI predicts ideal rewards, enhancing loyalty by tailoring incentives to customer behaviors and preferences for maximized engagement and retention.

## Personalizing Value for Each Customer

Csmart's Generative AI skillfully leverages customer data and loyalty trends to design and identify optimal value propositions, enhancing customer notifications and enriching the customer experience with personalized content.

## Revolutionizing Notifications with Proactive AI

The system utilizes Generative AI to intelligently automate and personalize customer notifications, ensuring relevance and timeliness based on customer behavior and significant events.

## Intelligent Case Management

Csmart AI transforms customer support with smart, data-driven recommendations, significantly enhancing KPIs such as aggregate ticket resolution time, net promoter score, first contact resolution rate, and individual agent performance, streamlining interactions and optimizing service delivery.

## Optimizing Operations with AI-Enhanced Scheduling

The platform's advanced AI tools adeptly streamline the scheduling and task assignment processes, enabling customer service agents to operate with unprecedented efficiency.

### Forecasting with Precision through AI Analytics

Employing advanced Deep Learning and Machine Learning techniques, the system offers continuous SKU tracking and analyzes sales patterns to provide precise order quantity recommendations for proactive inventory management.

# Unveiling the Business Benefits

### Enhanced Customer Satisfaction

Significantly improves customer service, leading to enhanced customer satisfaction. Swift and accurate responses to inquiries contribute to a positive experience, fostering lasting customer relationships.

### Enhanced Marketing Impact

AI-generated campaigns tailored to customer preferences increase engagement and return on marketing investments.

### Deepened Customer Loyalty

Personalized, value-added services informed by AI insights cultivate stronger customer relationships and loyalty.

### Proactive Customer Engagement

AI-driven notifications for services enhance the customer experience by providing timely and relevant communication.

### Improved Customer Service Efficiency

AI-backed support and recommendations streamline case management, reducing resolution times and enhancing service quality.

### Increased Operational Productivity

AI optimization of agent schedules and workflows leads to higher productivity and more effective customer interactions.

Are you ready to experience the groundbreaking capabilities of Csmart Telco Generative AI? Request a personalized demo today & embark on a journey to redefine telecommunications with AI-powered innovation.



Covalensedigital



Scan to explore our offerings



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Contact Us

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