



Elastic Path Commerce for Telecoms

A Solution Overview





Telecommunications: Commerce in A Connected World

Communications service providers are facing a rapidly transforming business model in which customer loyalty is less certain. One thing is for sure: customers expect to connect with their communications provider through a growing number of digital touchpoints. They expect companies to know who they are and what they want at any given point in time, using any method of interaction.

As communications companies move into new areas to grow, the ability to adjust business models and respond to competitive disruption is more critical than ever. However, one of the world's most technologically advanced industries struggles to adapt to the new realities of customer experience and commerce across multiple touchpoints.

Top strategic priorities
in Telecoms

71%

say digital business
model and services¹

4%

believe their organizations
were delivering consistent
customer experiences that
were personalized and
contextually relevant across
all traditional and digital
channels²

Greatest barrier to
digital transformation in
the telecom industry?

81%

say existing
legacy systems¹

Existing Systems Stifle Innovation and Agility

Many of the largest communications companies have grown through acquisitions and mergers. As a result, they run multiple business support systems (BSS) and operation support systems (OSS) to support multiple lines of business. These systems are all in various cycles of upgrade and technical obsolescence, but will not be replaced anytime soon as they still play a key role in provisioning and billing. Because they were never intended to deliver a rich digital experience, they are not conducive to business agility or innovation in today's fast-moving world. Their high degree of complexity makes product and service bundling extremely difficult and dynamic pricing virtually impossible. Multiple touchpoints add significantly to the challenge.

The most significant challenges facing the industry

47%

Say lack of business agility¹

Today customers expect to self-discover and manage their devices, plans and accessories. But the information required is locked inside multiple OSS's and BSS's. This situation necessitates expensive, purpose-built order capture and offers management systems.

Fragmented Experiences Frustrate Customers

Because BSS and OSS systems support different lines of business and products and are not integrated, telecoms struggle to gain a holistic view of customers. This lack of aggregated customer profile impacts their ability to personalize customer experiences across multiple touchpoints. For customers, it means disjointed experiences and offers that don't consider their individual purchase expectations.

Technical Issues Cripple Marketing

Back when customers contacted customer service, backend systems were shielded by the agent. Now, however customer journeys are more complex. An explosion of new touchpoints, the sophistication of bundles including more products, the mix of physical and digital products, accessories and third-party services – all of which can

be offered and managed by completely different systems - have transformed the way marketers conceive and launch campaigns. Marketing is severely hamstrung by these backend and siloed systems. New campaigns might take months to reach customers. Not only do legacy systems slow marketing down considerably, but they may also make it impossible to create new offers beyond those in the BSS.

The most significant challenges facing the industry

74%

Say disruptive competition¹

Innovative Telecoms around the world trust Elastic Path



The Elastic Path Commerce Solution

Consistent Customer Experiences

Elastic Path Commerce frees companies to create innovative customer experience across any touchpoints, such as mobile devices, web, kiosks, in-store and customer service. The solution eliminates redundant commerce systems for each frontend experience, ensuring customers receive a consistent experience no matter how they are interacting.

Innovation-Ready

Elastic Path is an API-based, headless commerce solution. The experience layer, where all the customer touchpoints live, is separated from a unified business logic layer. This gives telecoms unprecedented business agility, unleashing marketing to create relevant campaigns and customer experiences that drive revenue.

Choreographed Experiences

Elastic Path Commerce choreographs all business-specific services, third-party offerings and business rules from multiple legacy systems and exposes them to every customer experience in a consistent, unified way. It processes and coordinates information and behavior from all these services, makes decisions through centralized business logic and defines how these capabilities are made available to all touchpoints. Consumers are presented with the next possible best action.

Elastic Path's ability to choreograph all these components is a powerful source of innovation and is unique in the market. It allows marketing to experiment with new experiences, easily add new touchpoints and offer truly dynamic bundling and pricing.

Model the Way any Telecom Works

Instead of molding their business to the commerce solution, with Elastic Path, telecoms can decide how they want to work and configure the system accordingly. Elastic Path Commerce's pricing and promotion capabilities are flexible, allowing marketers to model complex bundling and pricing scenarios. The complicated customizations in traditional commerce platforms is no longer necessary. As a result, there is lower risk of system failure and significantly reduced system maintenance costs.

Progressive System Transformation

In a typically fragmented telecom technology environment, the ability to assemble information from siloed systems is crucial. Elastic Path Commerce preserves existing investments in custom or legacy systems without the need to rip and replace them all at once. It thrives in multi-vendor environments and allows progressive legacy system modernization in step with budgets and timeframes.



Carrier-Grade Performance

The proliferation of communications methods can challenge system performance. Deployed on-premise or running on AWS, Elastic Path Commerce has been battle-tested by some of the world's largest telecoms with hundreds of millions of subscribers, handling hundreds of transactions per hour. Elastic Path Commerce dynamically scales to handle peaks and will automatically scale back to steady-state loads.

The Benefits

Improve Customer Experience and Boost Customer Lifetime Value

Consumers today expect personalized services and products.

Telecoms can power consistent pricing, product and promotional experiences across any touchpoint including in-store. Each customer experience builds on the last to adapt to customer preferences and purchasing intent. This allows marketing to create personalized, contextual offers— not just for a single transaction, but over a customer's entire lifetime.

Stay Ahead of the Competition

When a competitor launches an aggressive campaign, how quickly can marketing respond? Using Elastic Path Commerce, marketers can adjust campaigns with little reliance on IT. It takes moments, not weeks to adjust pricing, create new bundles and pinpoint personalized offers. Marketers can experiment with different pricing and products to find out what works and what doesn't – quickly.

Experiment with New Touchpoints

The connected home, connected cars and other connected systems are rapidly becoming reality. New connected wearables are emerging weekly. Augmented and virtual reality are creating game-changing experiences and digital assistants are talking up a storm.

Who really knows what's coming next?

With Elastic Path, it doesn't matter. Marketers can add new touchpoints quickly, to determine their worth without huge effort and cost. Whatever new interaction method presents itself, Elastic Path Commerce can easily adapt. Telecoms can add new touchpoints to enable new ways of doing business— despite commercial rule complexity. For example, customers can buy add-ons and make bill payments via Chatbot or SMS and even Facebook— an integration with Elastic Path Commerce that took just days.

Innovate with Self-Serve Bundling and Dynamic Pricing

With Elastic Path Commerce, marketing can build complex fixed, dynamic or nested bundles, combining internal products and services with third-party services. Customers can build their own bundles without breaking any rules in the BSS or OSS. With tailored pricing and progressive discounting adjusted in real-time to selling context and customer behavior, telecoms can optimize revenue and customer satisfaction.

Elastic Path Commerce Capabilities

Elastic Path Commerce includes catalog management, merchandising, searching and browsing, pricing, promotions, bundling, order management, cart and checkout, customer profile, CSR management, reporting and more.

Using Elastic Path Commerce, communications providers can:

- Manage physical, digital, and subscription-based services or a combination of all offerings using rich data and flexible attribute structures
- Efficiently handle diverse product types and offerings, large product catalogs and largescale operations
- Drive conversions by optimizing offerings with cross-sells and upsells
- Create and manage sophisticated promotions based on customer profile, purchase history, items added to the cart and context to differentiate customer experience
- Create limited time coupons, usage based coupons, or a combination

¹ Ernst and Young, [A global telecommunications study: navigating the road to 2020](#)

² Customer Experience Board, [Getting Serious About Omnichannel Experience: Making Customer Value Creation the New Competitive Equation](#)

About Elastic Path

Defining the future of digital commerce, Elastic Path develops the world's most sophisticated API-first enterprise commerce platform. The company's flagship product, Elastic Path® Commerce, has helped the world's top brands generate over \$60 billion in over 170 countries. Customers from industries as diverse as travel, telecoms, publishing, software, and retail enjoy the benefits of a flexible, open architecture that drives brand-defining customer experiences, facilitates business agility, and eliminates sales channel silos. Elastic Path is a private company based in Vancouver, Canada with sales offices in the UK and US.

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