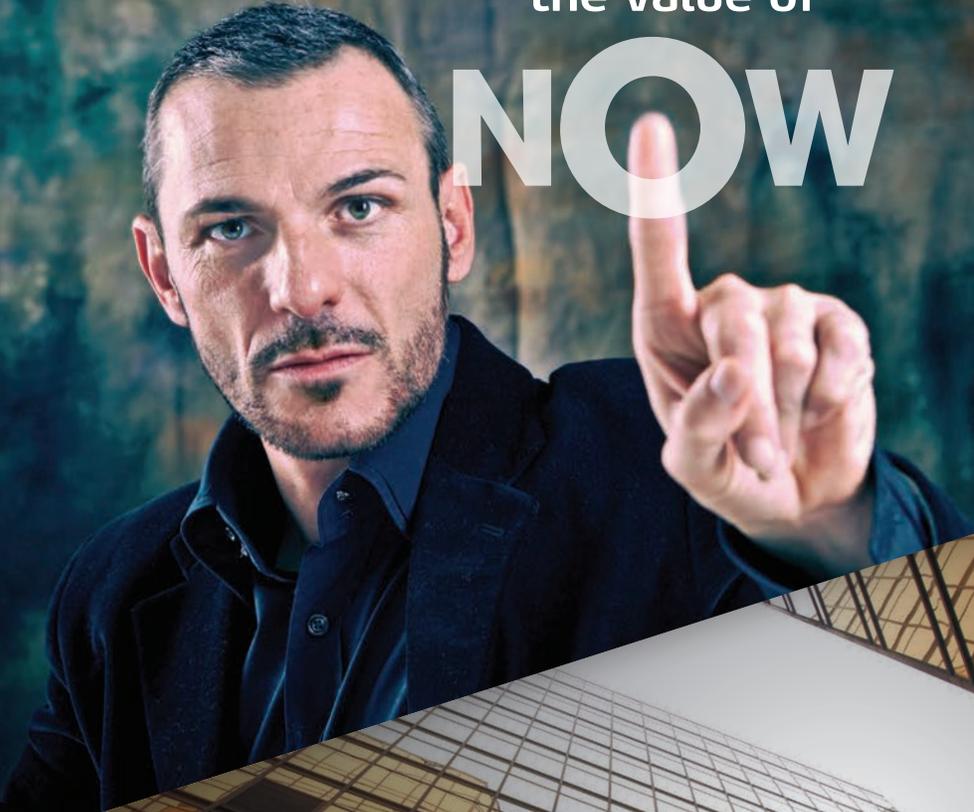


Give your business
the value of

NOW

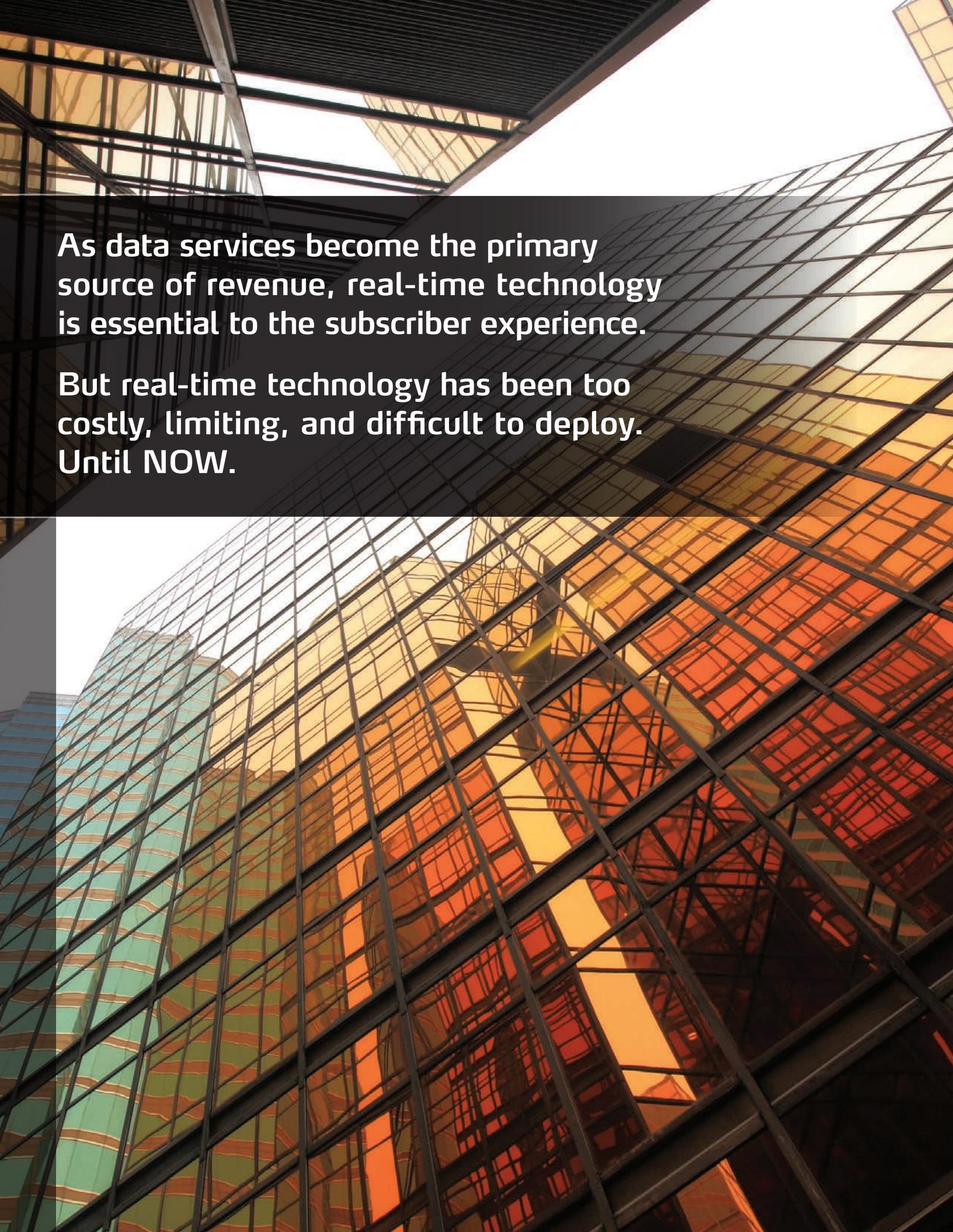


CORPORATE **BROCHURE**

MATRIXX Software

**Advanced real-time technology
for the Supermobile era**





As data services become the primary source of revenue, real-time technology is essential to the subscriber experience.

But real-time technology has been too costly, limiting, and difficult to deploy. Until NOW.

In the Supermobile era, it's all about NOW



The Supermobile era is upon us. Ushered in by the iPhone and accelerated by tablets and other smart devices, Supermobile is changing the game for communications service providers (CSPs). As data services become the primary source of revenue, commoditization of voice and connectivity will demand service innovation to ensure CSP growth – or even survival. Real-time technology is essential to providing the control, transparency, and features demanded by customers strongly influenced by their online experiences.

At MATRIXX Software, we believe this innovation is impossible with existing BSS technology. Intelligent network and offline solutions developed for circuit-switched voice cannot be evolved to offer the combination of performance, scalability, and flexibility demanded by mobile broadband. The mix of high-speed, packet-switched connectivity, smart devices, and an ever deepening sea of applications drives traffic characteristics and performance challenges fundamentally different from those seen in the circuit-switched world. Yet, software vendors are continually repackaging and retooling instead of innovating and building new technology. The result is what Einstein characterized as insanity: doing the same thing over and over again and expecting different results. Simply put, you can't solve new problems with old tools.

In contrast, think back to the aerospace industry in the 1940s when piston engines had reached performance and efficiency limits. A radically different approach was required to address exploding demand for a different type of mobility, and the jet engine was born.

At MATRIXX Software, our Einsteins have spent five years designing the “jet engine” for real-time BSS. Designed for data, our patented Parallel-MATRIXX™ Technology has been benchmarked by CSPs as 100 to 400 times more efficient than any existing real-time technology on the market. Radical changes to the underlying database and transaction management technology ensure no degradation of performance, for even the most complex services.

For your business, this means the opportunity to deploy real-time without massive investments or changes to infrastructure, launch new services in “Internet time,” and focus on the business innovation essential to your success in the decades ahead.

I invite you to read further and learn how we're helping CSPs like you build better experiences for your customers. Please don't hesitate to contact us if you have any questions. I'm proud of our innovations at MATRIXX Software, and I look forward to working with you.

A handwritten signature in black ink, appearing to read 'DL', with a long horizontal flourish extending to the right.

Dave Labuda
Founder, CEO & CTO

For subscribers, the value of mobile data lies in their ability to consume it the moment it's most relevant. At MATRIXX Software, we call this the 'NOW' factor.

Delivering the 'NOW' factor

To remain relevant, CSPs must deliver the NOW factor to their customers. Delivering it requires:

- Real-time customer interaction
- Value-based, segmented, and personalized pricing
- Visibility and insight into over-the-top traffic
- Agility to launch new services and pricing models
- Cost-efficient scalability to execute business in real-time – even as traffic continues to grow at an astounding pace

Existing real-time BSS applications have not kept pace to support the complexity that comes with post-paid customers, the traffic volumes that come with smart devices, and the efficiency needed to establish real-time customer interaction.



The MATRIXX mobile app provides real-time, high-touch customer interaction.



- **Am I getting close to my data limit for this month?**
- **Can I purchase more bandwidth to watch a movie on the commute?**
- **Should I transfer data to my kids' plans?**
- **What's the best service plan for my family?**

Leading the way, Parallel-MATRIXX™ Technology is over 100 times more efficient than any existing real-time technology on the market.

Our vision: The future is NOW

A real-time solution designed for today.

At MATRIXX Software we have a unique vision and approach for how mobile communications service providers can manage the mobile broadband data explosion and deliver the experience customers want.

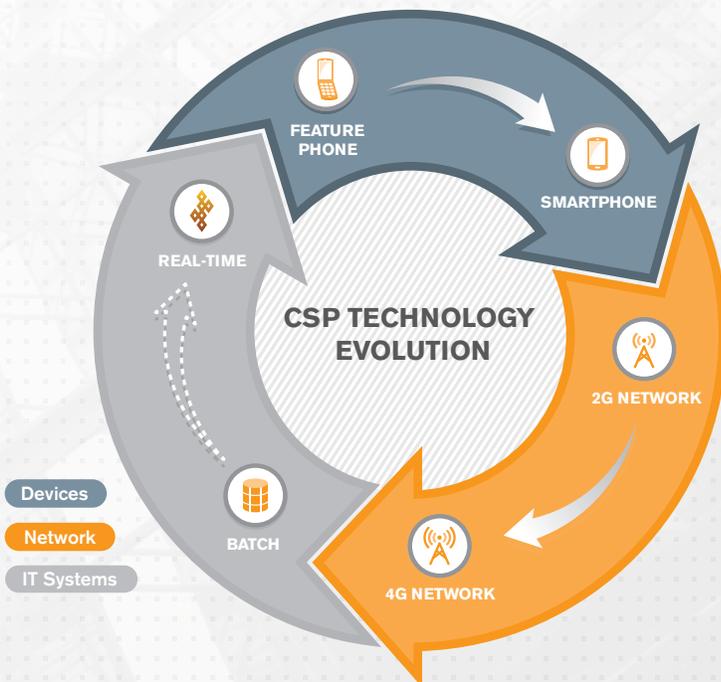
MATRIXX Software brings real-time processing for telecommunications into the 21st century. Our core innovation, the patented Parallel-MATRIXX™ Technology, is a radically improved architecture for real-time transaction processing, delivering a 100 to 400 times increase in performance and efficiency. It's the industry's

first solution to offer CSPs instant visibility, intelligence, and control of data services across their networks.

Parallel-MATRIXX™ technology solves one of the longest running frustrations in all BSS applications: the performance vs. complexity paradigm. With existing real-time technology, performance quickly degrades as transactions get more complex. By contrast, MATRIXX technology maintains consistent, high-speed performance independent of charging complexity, depth of hierarchy, and size of subscriber base. It does not degrade even when business functionality becomes more sophisticated, the subscriber base grows, and traffic levels increase.

MATRIXX Software has been recognized by analyst firms including Stratecast, Gartner, and Heavy Reading as a leading innovator in the real-time rating, charging, and policy market. We're a force for positive technical and business transformation for CSPs around the world, several of whom have validated our vision by investing financially in the company. Headquartered in Silicon Valley with teams in Europe, Asia, and North America, we have partnered with forward-thinking technology partners and systems integrators to serve our global customers.

MATRIXX Software will position you for success in this Supermobile era. Whatever your goal – whether to improve customer experience with data services and pricing, level the playing field with OTT players, or lower operational costs in the face of huge data traffic volumes – MATRIXX technology is the solution. With the only real-time solution designed specifically for the data generation, MATRIXX Software delivers the power of NOW.



Today's 4G networks are blazing fast. Smartphones are vastly more powerful than yesterday's feature phones. But the IT systems that CSPs rely on have lagged. MATRIXX Software changes that with real-time technology designed for the Supermobile era.



Today's customers want to take the lead in their relationship with you – not the other way around.

How to create a great customer experience

The truth is that customers have more power today, and they know it. Subscribers want more control over how they use mobile services and how they pay for them. They want simple, visual tools on their devices that let them manage their services and spending. In short, *they* want to manage the relationship.

Customer-managed relationships are already a reality in other industries:

- Banks offer mobile deposits and bill pay
- Airlines offer mobile check-in, flight status, and instant rewards
- Entertainment and TV viewing is available on-demand – and on any device
- Medical prescriptions can be filled easily, anytime, anywhere

These industries and others have evolved their IT systems and business models to make these experiences possible. They interact with their customers in real-time through mobile apps and leverage real-time data tracking and analytics to better segment and target customers. They've made the move to new technology, and that move has repaid them with greater efficiencies and lower costs.

What's stopping CSPs from offering a similar experience to mobile subscribers? Certainly not the subscribers' devices. And not their own networks.

To achieve the goal of real-time interactions with their customers, CSPs need IT systems and technologies designed for data, not voice. Only with the power of real-time can you realize the power of NOW.

MATRIXX Software core products, innovation, and solutions

Leading the industry in innovation.

In the Supermobile era, success won't be determined by who has the most cell phone towers or the widest coverage. The industry has matured. The determining factors for success will be how well you adapt to customer needs: how you price, package, and promote your products and services; how you control and manage network resources; and how you increase value for your subscribers.

To help CSPs execute on these strategic initiatives, we've developed the MATRIXX Software Telco Application Suite to provide the critical role of charging, policy and analytics at the heart of real-time BSS. It is the only solution to fully unify these capabilities on a single platform with no integration required:

- **MATRIXX Charging** delivers real-time rating and discounting, pricing, subscription and balance management, spend control, and credit management.
- **MATRIXX Policy** enables fine-grained QoS control, providing service providers and customers management over consumption and service options.

- **MATRIXX Insight** provides real-time aggregation capabilities that help drive new business models based on subscriber usage and spending behavior.

These products are driven by Parallel-MATRIXX™ Technology, a patented, real-time transaction processing engine, which leverages several core innovations to enable the next generation of real-time systems. Parallel-MATRIXX™ Technology delivers a 100 to 400 times increase in performance and efficiency, providing the only cost-effective solution for moving your business to real-time.

Our technology innovations also reduce CSP costs by an order of magnitude by requiring far less hardware and data center space than existing batch systems. This proven performance gives CSPs the edge they need to deliver a great customer experience while protecting and optimizing their networks.

Solutions for today's biggest challenges.

MATRIXX Software Solutions overview

MATRIXX Software solutions are all powered by Parallel-MATRIXX™ Real-time Engine, a platform powerful enough to enable CSPs to connect with customers, personalize, and monetize services in real-time. MATRIXX provides tailored solutions for convergent charging, bill shock prevention, unified policy and charging, enhanced data charging, and more. MATRIXX solutions enable CSPs to drive the next wave of data services innovation.



For more information on how MATRIXX Software can help you deliver the NOW factor to the Supermobile generation:

Email inquiry@matrixxsw.com
Visit www.matrixxsw.com
Call +1 408 215 9344

About MATRIXX Software

MATRIXX Software enables NOW. We give Communications Service Providers instant visibility, intelligence and control of services across your network. Our patented, smart charging technology enables a seamless, intuitive service experience that empowers your subscribers – in the moment, every moment. Delivering up to a 100 times increase in efficiency and scalability, we equip you with the most advanced solution designed specifically for the data generation. Charging. Policy. Insight. Value. NOW. For more information, visit www.matrixxsw.com.

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