



B2BE DIFFERENT.

**HANSEN FOR
DIGITAL ENTERPRISE**



\$6 TRILLION

IDC predicts that \$6 trillion will be spent on digital transformation by enterprises by 2022*. To capture their fair of share of that spend as revenue, CSPs need to think differently about their commercial systems and processes.

Many CSPs have transformed their consumer businesses to deliver a superior and more profitable customer experience. Fewer have taken a similar approach to their enterprise operations. B2B business units continue to struggle with manual processes, silo'd legacy systems and business as usual approaches. It's time to **B2Be Different** to capture digital transformation revenue.

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helps CSPs transform and automate their processes to take full advantage of enterprise demand for new services made possible by the power of next-generation networks. In a 5G world, CSPs need systems to handle the exponential growth of data, increased scale of connected devices and complexity of service variations. The Hansen Create-Deliver-Engage Suite is tailored-made to manage this explosion of data and increase in service complexity and let you capitalize on new opportunities in your B2B businesses.

B2B COMPLEXITY HANDLED

A data model that controls enterprise data and the relationship between product elements, letting you create and deliver complex offerings without having to code a single line.

5G READINESS NOW

For the scale and complexity anticipated for the 5G world, our software is ready now to overlay legacy systems or even build a new open and interoperable architecture that automates critical processes to enable 5G services.

OMNI EVERYTHING

A single catalog for your physical and digital products, driving a unified, consistent sales and delivery process across all of your physical and digital customer channels.

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provides the commercial capabilities to better serve enterprise customers.

- Product catalog for ultimate offer flexibility and control over how your business is defined and how it sells and delivers
- Complex service configuration and quotes and order capture for all services, customers and channels from single catalog-driven platform
- MACD capability and supplemental orders for complex telco products delivered over any type of network
- Pre-integration with Microsoft Dynamics 365 and Salesforce Sales Cloud and enablement of reseller and self-service portals
- Framework contracts for enterprise-specific pricing and discounts
- Bulk orders to support multi-site enterprise orders and delivery
- Provisioning and activation to support converged infrastructure
- Cloud-enabled to reduce cost of ownership and speed implementation

GET YOUR NEXT B2B BUSINESS 5G-READY NOW.

Control – A ‘single point of truth’ for product, service and resource data for better B2B offer definition and product lifecycle management.

Speed-to-market – Component-based architecture allows fast and consistent product creation, even for enterprise propositions, shortening time-to-market by up to 80%.

Speed-to-customer – Sophisticated enterprise propositions are referenced and re-assembled for configuration and quote, allowing faster and more accurate order turnaround and better closure rates.

Context – Recognizing the customer’s existing service context allows for a more competitive and relevant customer proposition and a higher rate of closure.

Quality – Pre-validated quotes minimize the likelihood of costly order fallout and customer dissatisfaction, increasing customer lifetime value and NPS.

Co-ordination – Orchestrated tasks and standardized workflows increase speed, accuracy and control of order execution while shortening time-to-revenue.

THINK DIFFERENT TO B2BE DIFFERENT.

Improve
innovation
agility

Create freely
and monetize
rapidly

Configure
– don’t
code

Think and
deliver beyond
connectivity

Embrace
collaboration

Turn service
complexity into
customer
choice

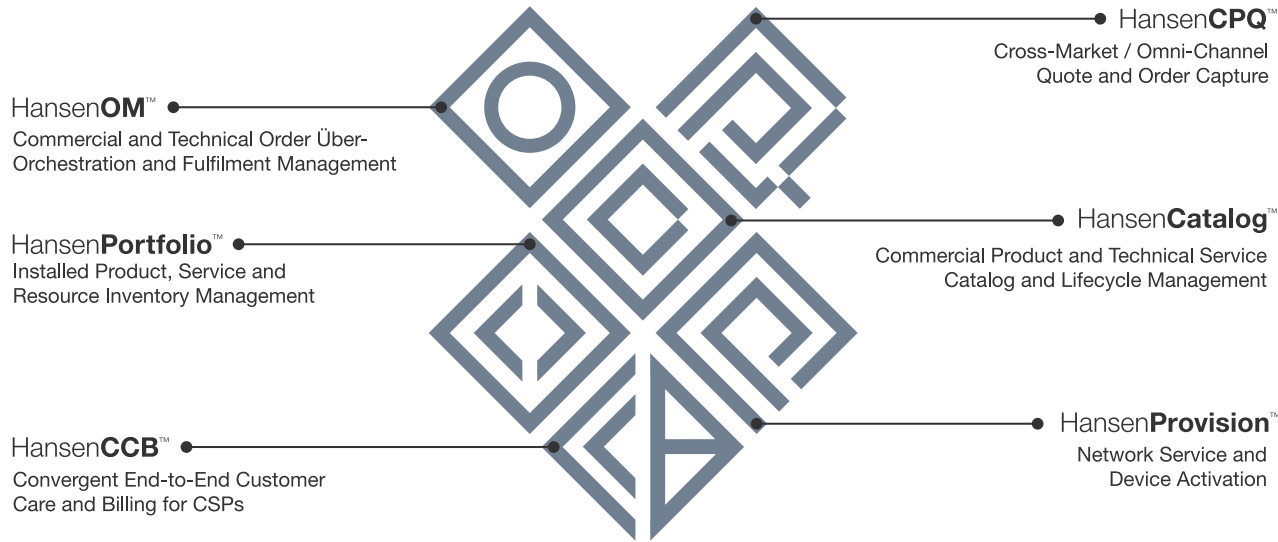
Automate
all that can be
automated

Cloud first,
last,
always



HansenCreate-Deliver-Engage™

for Communications Services Providers



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Hansen Catalog provides a 'single point of truth' for product information: structured data management that defines, maintains and exposes the relationships between enterprise products and their component capabilities in a single collaborative space. **Hansen CPQ** supports the vital customer-facing interaction where the product is shaped and sold. Driven by Hansen Catalog, Hansen CPQ ensures consistency across all sales and delivery channels, minimizing costly order fallout and rework for MACD or new sales opportunities.



Hansen CPQ and Hansen Order Management configuring and ordering complex B2B services.

The interaction between sales channels, networks, inventory and service control points is orchestrated by **Hansen OM**, which abstracts the network layer so that services can be accurately delivered over multi-vendor networks and access technologies to a variety of end-user devices. **Hansen Provision** takes service orders and handles converged service and device activation. **Hansen Portfolio** maintains the installed product, services and resource inventory of enterprise customers.

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POWER THE NEXT.™

Hansen Technologies (ASX: HSN) is a leading global provider of software and services to the energy, water and communications industries. With its award-winning software portfolio, Hansen helps over 620 clients from over 30 offices worldwide to create, deliver and engage with their customers, to manage and analyze customer data, and control critical revenue management and customer support processes.

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