



# Hansen Create-Deliver-Engage™

for Communications Services Providers

Service providers need to become digitally-driven experience companies in order to meet the demands of today's consumer and enterprise customers. The Hansen Create-Deliver-Engage Suite is comprised of products that enable CSPs to create new revenue through accelerated product innovation, deliver high quality services consistently and engage meaningfully with customers. Hansen products are tailored to the needs of CSPs and developed in line with the following guiding principles:

## Catalog-Driven

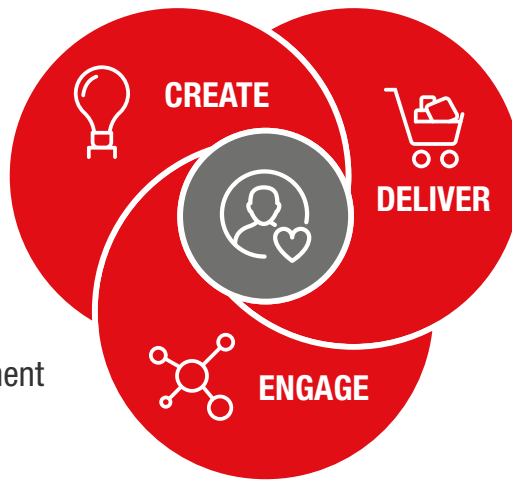
Clearly define and standardise product data across the commerce platform, supported by product lifecycle management best practice

## Interoperability

Consistent data shared between applications increases agility and enables consistency in customer engagement

## Agility

Incremental innovation adds digital capabilities rapidly while avoiding costly replacement projects



## Configuration-Driven

Faster time-to-market for products without the need for costly and time-consuming customised coding

## Omni-Everything

Products can be sold through all channels with a consistent customer experience, improving satisfaction however a customer engages

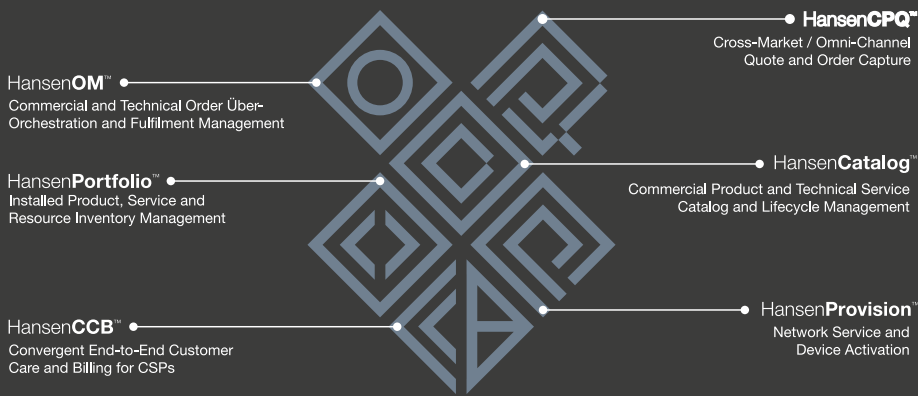
## Über-orchestration

Manage and track all orders from all product lines to control order decomposition from a single point

The world's leading service providers trust Hansen Technologies to help them grow new lines of business and generate revenue from their product innovation.



## Create-Deliver-Engage Suite™ for Communications Services Providers



### HansenCatalog™

- Product/Service/Resource Master Data Management
- Active distribution of product, service and resource throughout your business
- Product Lifecycle Management

### HansenCPQ™

- Omni-channel quote and order creation
- Dynamic catalog-driven query/offer selection/configuration/validation

### HansenOM™

- Order validation, decomposition and über-orchestration
- Dynamic configurable workflow to reduce new service roll-out time

### HansenProvision™

- Network service and device provisioning
- Multi-protocol/multi-vendor activation solutions

### HansenPortfolio™

- Single point of truth for installed customer products, services and resources
- Shares and manages portfolio inventory data with any fulfillment system

### HansenCCB™

- Customer care and billing capabilities for new-entrant and Pay-TV providers.
- Scalable and precise calculation of customer usage and integration with ERP and financials.

## BENEFITS

### Grow New Revenue

Overlay the most modern technology to create new business models and generate new revenue from your product innovation.

### Lower Cost-of-Sale

Speed time to revenue by reducing time-to-quote and order/delivery efficiency.

### Lower Cost of Operations

Automate key operational processes and reduce order fallout, minimising the need for manual intervention.

### Happier Customers

Eliminate misquoted and incorrectly delivered orders that undermine customer satisfaction.

### Improve Operations Quickly

Make decisions with real-time operational data helping you act fast to improve commercial and operational performance.

### Reduce Time-to-Deliver

Accelerate product innovation by empowering the business to configure (not code) new offerings to meet market demand.

## DEPLOY RAPIDLY AND RELIABLY

Hansen deploys its products in the same way it develops them, employing an agile delivery methodology to speed the transition to a new digitally-enabled system architecture.

