

ZIRA PRODUCT CATALOG

Monetize Offers with Automated Product Rollout

Digital transformation continues to drive Communication Service Providers' (CSPs) most critical strategic and operational decisions. Acceleration in the rate of technological change and advancement, together with customers becoming more demanding of complex and bundled services, has led CSPs to creating attractive packages of product offerings and changing how offers are presented to end users.

ZIRA Product Catalog (ZIRA PC) enables CSPs and marketing personnel to construct and manage a catalog of complex product offerings to quickly respond to new market challenges as service convergence, all-IP-transformation and be more creative and agile in rolling out new product offerings.

ZIRA PC reduces the gap between Business and IT users by abstracting product catalog complexity from business view enabling the reusability of product catalog components presented by building blocks providing faster time to market and ensuring inter catalog data consistency.



Moreover, ZIRA PC enables to streamline the process of entire product lifecycle to reduce dramatically the cost of manual processes and better control of product data across the environments.

ZIRA PRODUCT CATALOG KEY BENEFITS

Simplified and accelerated new product offering introduction

Speed up product offerings launch / retirement with its Product Catalog Lifecycle Management

Ensure inter catalog data consistency with Catalog Publishing capability

Ensures SID model compliancy

Enables fast and easy product configuration "Lego principle"

Abstracting Business from Technical View

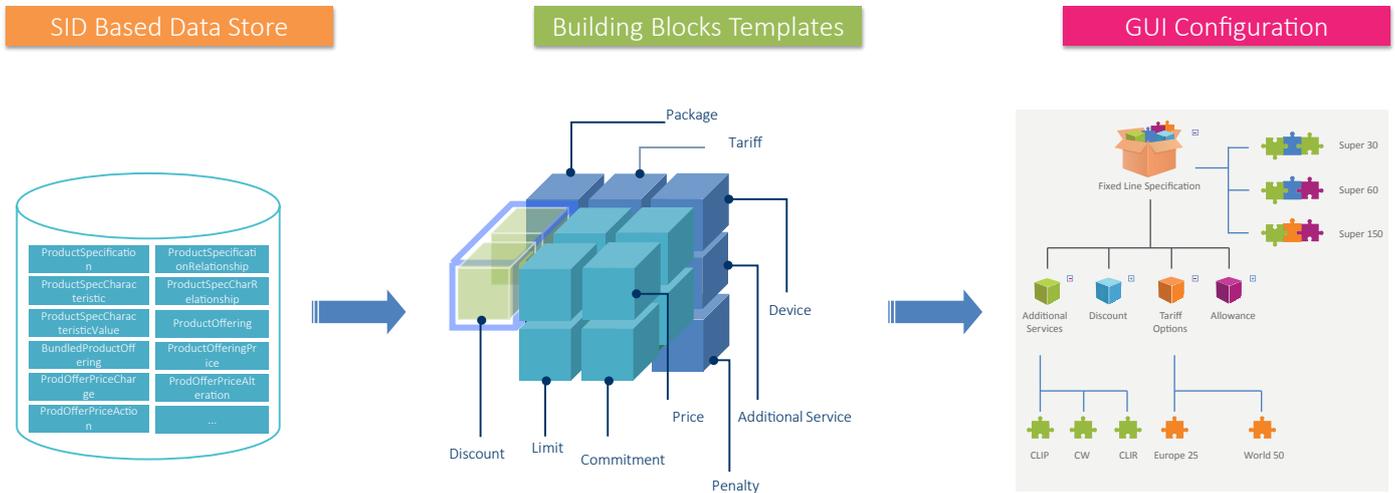
Reduced complexity of business processes

Process control with reconciliation and monitoring

ZIRA PRODUCT CATALOG DIFFERENTIATORS

► Fast & Easy Product Configuration – “The Lego Principle”

The flexibility of ZIRA Product Catalog allows users to easily and quickly configure product offers, relationships, rules and relevant information using “Lego principle” configuration. ZIRA PC reduces the gap between Business and IT users by abstracting product catalog complexity from business view and enabling the reusability of product catalog components presented by building blocks.



► Streamline the process of entire Product Lifecycle Management (PLM)

ZIRA Product Catalog enables the management of entire product lifecycle, from the design, development, activation to retirement phase. This includes consistent and controlled propagation of relevant product data across all environments through embedded versioning control and release management capabilities.

Real-time visibility of product lifecycle and performance combines people, projects, workflows, technology and data into a strategic approach for developing and managing products and their lifecycles.

► Plug and Play Product Catalog Publishing

ZIRA Product Catalog is powered by a Catalog Publishing component that enables a consistent and controlled publishing process of product catalog data across all systems, and makes them available in sales channels and other dependant systems. The catalog publishing component enables inter catalog data integrity management whether the CSPs has federated or centralized product catalog architecture.

The Catalog Publishing component, using a powerful visual configurator and with full process control, ensures data consistency through the different product catalogs.

About ZIRA

For over 20 years, ZIRA has been a leading vendor of innovative BSS solutions for customer, revenue and risk management covering the full order to cash process for retail and wholesale billing. Working with 50+ telecommunication operators across 22 countries, ZIRA implements integrated and flexible modular solutions to protect legacy investments, reduce the risk and cost of implementation and meet customers' unique needs. ZIRA's personalized approach provides customers agility to meet market demands, improved insight of customers and business operations and increased efficiencies of business processes and systems. Customer trust, a commitment to exceptionally short delivery time and an innovative approach to delivery of software solutions are what ZIRA is well known for.

For more information, visit: www.zira.com.ba