



ZIRA UNIFIED ORDER MANAGEMENT

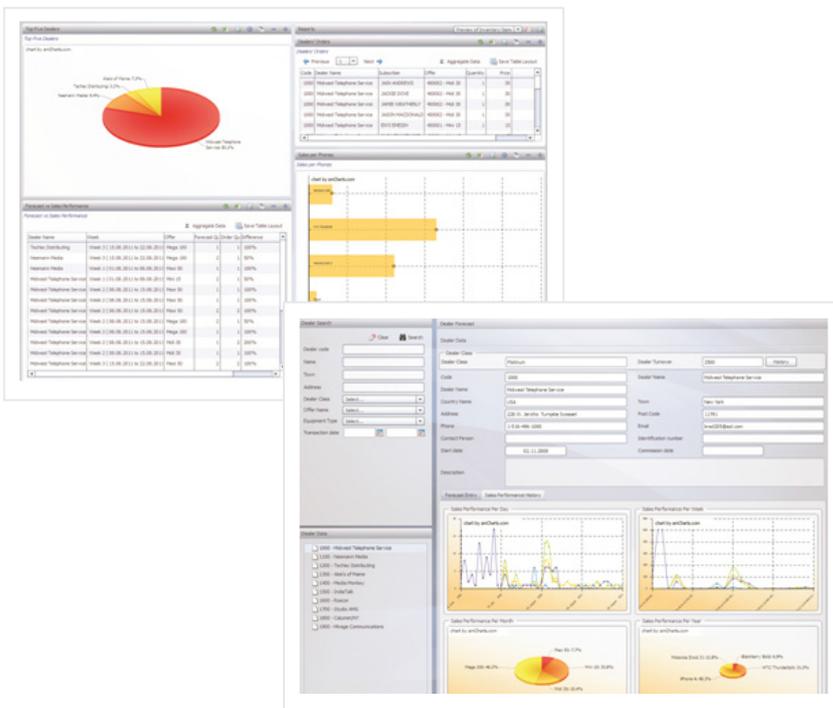
Cross-channel order management platform, driven by Product Catalog for greater customer satisfaction

With a growing number and offer complexity, most challenging is management of ordering processes. In fact order management is a major priority for OSS/BSS transformation amongst communications service providers seeking to streamline the order-to-cash process and provide greater customer satisfaction.

CSPs need to be able to deliver a wide range of products and services quickly and efficiently while coping with constant changes and upgrades in the network. Additionally isolated systems and manual processes cannot adequately support the complex B2B or B2C ordering lifecycle, leading to order inaccuracy, lengthy cycle times, high costs and an inconsistent experience that frustrates customers.

ZIRA Unified Order Management (UOM) is an end-to-end integrated ordering system that automates and accelerates the ordering process providing customers flexible and efficient omnichannel shopping.

It offers capabilities for order data handling and supports sales process of any type of CSP service, from data/IP, wireline and mobile, to voice and messaging services. It helps CSPs coordinate automated processes and manual work activities. The integrated system handles order structures from various channels with configurable workflows.



ZIRA Customer Management

ZIRA UNIFIED ORDER MANAGEMENT KEY BENEFITS

Next-generation order management solution that simplifies and accelerates offering processes for faster TTM

Shorter time to market through improved sales visibility

Advanced and comprehensive management of Ordering activities for both simple and complex offerings regardless of technology domain

Product Catalog driven Order Entry with dynamic Validation and Filtering rules

End-to-end order monitoring to minimize delays and back-orders

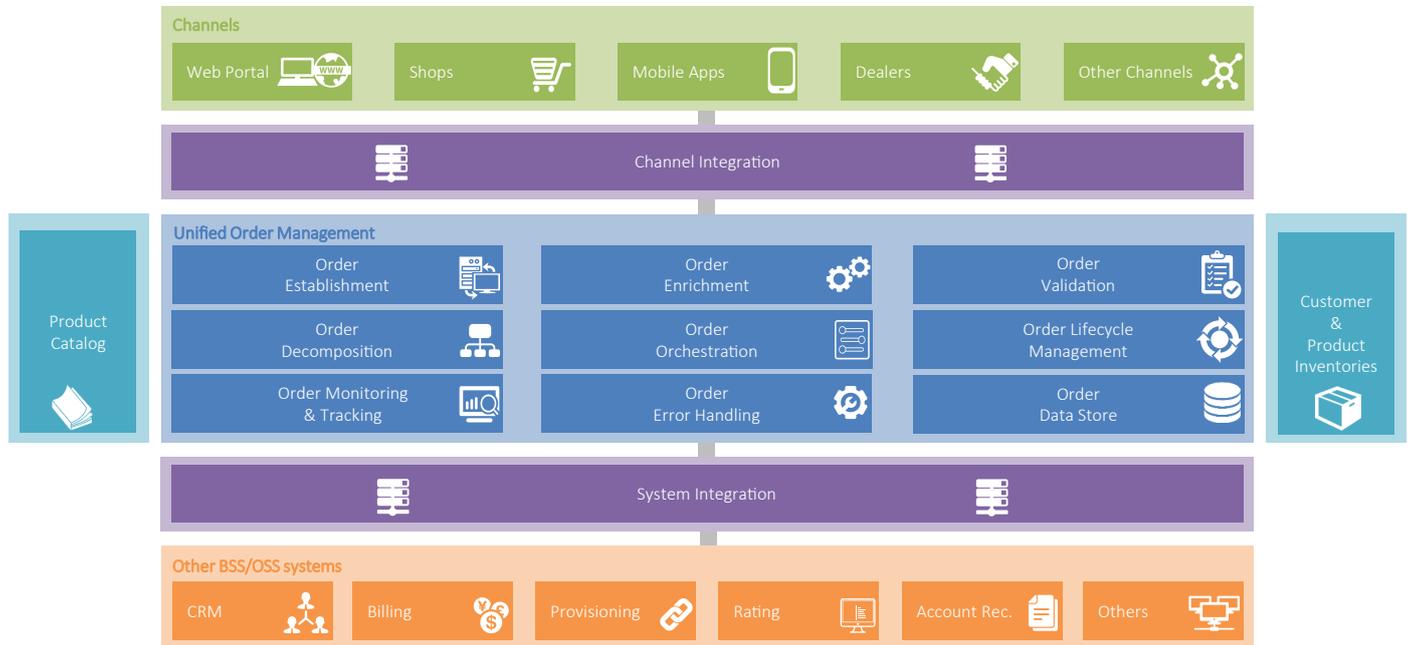
Exceptional customer satisfaction to increase revenue

Document generation and archiving (Contract, Quote, Work Orders...etc.)

Easy integration with external systems to decrease implementation time and costs

ZIRA UOM is a comprehensive next-generation order management solution which modernizes business process and increases customer retention bringing up new emerging products by efficiently reduced operating costs and time-to-market.

The solution can be fully integrated with legacy systems and is combining both simple services, as well as convergent services with highly complex order handling processes helping CSPs rapidly build, integrate and automate order processing within desired environment. By enabling accelerated and cost-effective delivery of new services and by automating and optimizing order handling processes, ZIRA UOM enables CSPs to deal strategically with on-going change in the product lifecycle.



- ▶ **Catalog-driven approach** provides CSPs the ability to easily configure complex offerings and bundles across customers bringing products to market faster.
- ▶ **Efficient order processing enables operational efficiency and lowers operating costs**, by automating the end-to-end order management process with the ability to orchestrate any sub-processes. The solution integrates quickly into any environment, speeds the delivery of services to customers and lower operating costs.
- ▶ **Increased end-to-end order monitoring for minimum of delays and back-orders** by effectively monitoring the performance of order processes cycle focusing on quality assurance and orchestration of operations.
- ▶ **Exceptional customer satisfaction for increased revenue** is built through enabled seamless alignment between any sales channels, new interesting offers from rich product portfolio, unified data about the customers and their needs across all channels which contribute in happy and loyal customers.
- ▶ **Improved sales visibility and business performance** to rapidly monetize offerings with real-time actionable reporting. Operational metrics and KPIs managed through superior dashboard and reporting engine, help with continual improvement of operations, sales and associated costs.

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