Enhance **customer experience** with **hyper-personalized** products and services

Cloud Native | Cloud Agnostic

With dynamically changing customer needs, traditional ways of targeting customer segments with standard products and services are no longer enough. Customers today expect organizations to understand their requirements, offer personalized and differentiated products based on the value of their relationship and their specific needs and objectives. For this, they need to develop a scalable and flexible approach to understand the needs of the ever-changing customer behavior, as well as design and launch hyper-personalized products and services at a much faster rate.

SunTec Enterprise Product Management allows organizations to adopt a scalable approach to design and launch personalized innovative products and services.

SunTec Enterprise Product Management based on our proprietary Xelerate® platform helps establish a single centralized repository of internal as well as partner products and services, standardize end-to-end product and service lifecycle management along with simulation capability for efficient revenue management.

The product also allows regular performance reviews and approvals that ensure the offering continues to meet the evolving requirements of customers and helps in complying with regulatory requirements. Real-time actionable insights about revenue trends, product profitability and subscription are available through pre-built reports and dashboards.

SunTec®

www.suntecgroup.com

- Accelerate **time to market, reduce cost** of creating and launching new products and services.

- **Personalize and contextualize product**s to each dynamic customer segment.

- Increase **choice for customers** by offering partner products and services.

- **Prevent revenue leakage, ensure profitability** and viability through better governance.

- Prevent **mis-selling** and **ensure regulatory compliance**.

- Avoid **product proliferation** by centrally managing all products and services.

- Achieve **rapid adoption of products** by automatically enrolling and recommending solutions to the right customer segments.

4X
Increase in Sales

3X
Increase in Customer Base

2X
Increase in Product to Customer Ratio

Months to Days
Launch new products

Sunset Products and Services

Create Multiple Products and Services

Evaluate Performance

xelerate®

Simulate Viability and Profitability

Drive Sales and Subscription

Launch Products and Services

Review and Approve

Create Multiple Products and Services

- Create, maintain, and manage multiple versions of products and services using pre-built templates.

- Define eligibility, applicability, enrolment criteria, dynamic customer segments and sales channels that can be utilized for each product.

- Collaborate with partners to onboard products and services as well as enable partners to create products and services on their own.

- Compare products and services across multiple parameters.

- Maintain a centralized repository of internal and partner products and services, and hierarchies across all business units.

Simulate Viability and Profitability

- Conduct simulation using various parameters including price, cost, expected value and volume of transactions as well as number of customers

- Utilize "what-if" analysis to change any parameter to understand the impact on projected revenue and profitability.

- Create and save multiple simulation models, compare models, test it on customer segments using historical data and send it for review and approval.

Review and Approve

- Submit for review and approval with the flexibility to recall and resubmit after incorporating necessary changes.

- Multi-level approval workflow based on varying product categories, product types, and business units.

- Conduct serial, parallel, conditional approvals allowing multiple users to collaborate, assign approval to a specific user or a user group.

Launch Products and Services

- Select specific target segments, applicability, enrolment criteria, and the target market list.

- Collaborate with multiple teams for approval including legal, compliance, marketing and more.

- Automatically route products and services through multiple pre-launch stages depending on the product category.

Drive Sales and Subscription

- Integrate with the existing customer and channel partner engagement systems to automatically recommend relevant products to customers while on-boarding or engaging with them as well as to communicate to channel partners on new products and services.

Evaluate Performance

- Evaluate the performance of products and services both on a periodic as well as on an ad-hoc basis.

- Gain comprehensive visibility into revenue trends, profitability trends and usage trends by product, service, segment, region, and business unit among others through reports and dashboards with drill-down capabilities.

- Compare performance across various time periods, filter based on various product attributes, analyze target versus actual performance.

Sunset Products and Services

- Sunset products and services that do not meet performance objectives, regulatory requirements, and emerging customer requirements.

- Set expiry dates and define de-enrollment criteria including offering either new products or new versions of existing products.

- Collaborate with legal and compliance teams to ensure all regulatory mandates are met.

About SunTec

SunTec is the world's #1 relationship-based pricing and billing company. More than 130 clients in 45+ countries rely on SunTec to provide hyper-personalized products, offers, pricing, loyalty programs, and billing for over 400 million end-customers. SunTec products are based on our cloud-native and cloud-agnostic, API first, micro-services-based proprietary platform, Xelerate and are delivered on-premise, on private cloud and as SaaS. SunTec has global operations including the USA, UK, Germany, UAE, Singapore, Canada, Australia and India. For more information, please visit us at www.suntecgroup.com or email us at marketing@suntecgroup.com

REQUEST FOR A DEMO   www.suntecgroup.com | contactus@suntecgroup.com

SunTec®