



## Csmart Synapse for MVNOs

A SaaS BSS to Drive Your Digital Brand with  
Limitless Opportunities

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# Overview

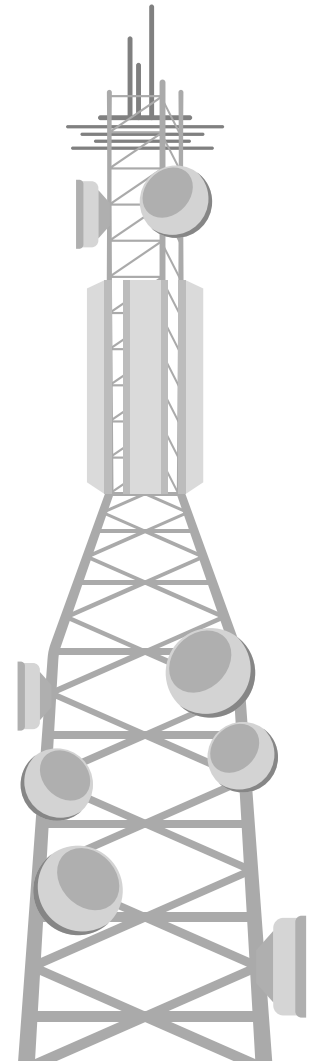
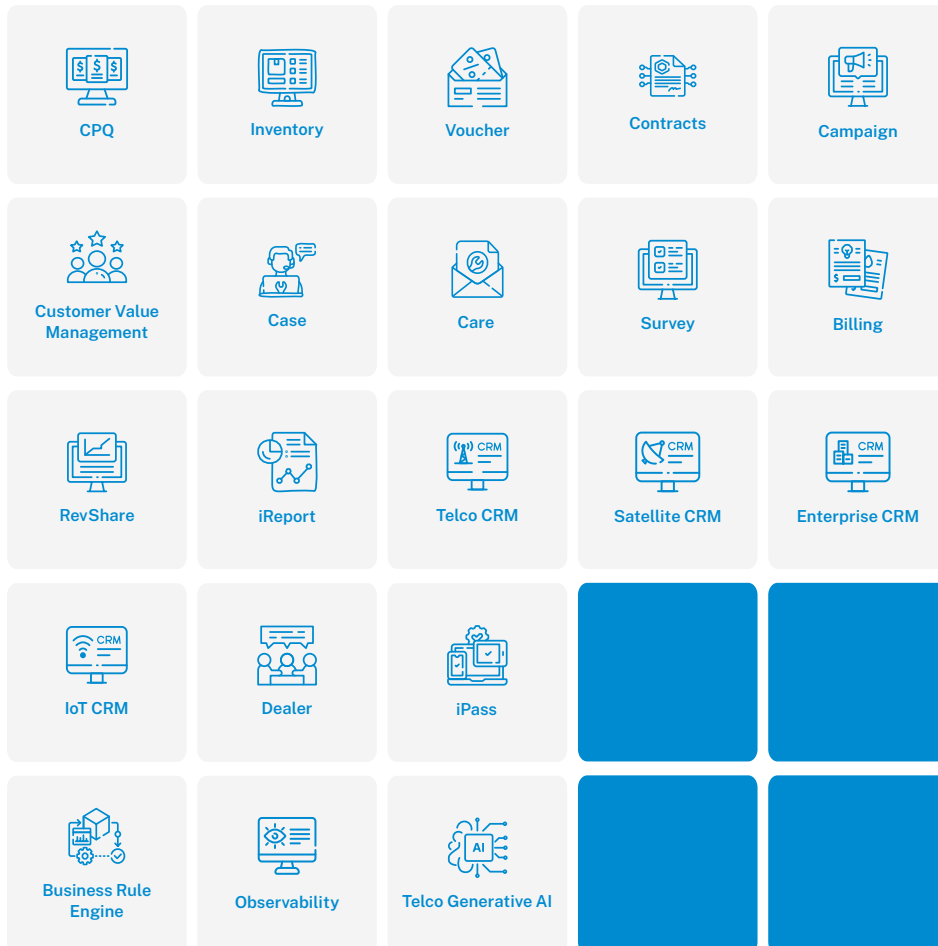
In today's telecommunications market, MVNOs are looking to offer innovative services to expand revenue sources and maximize ROI to stay competitive. Many MVNOs are transforming themselves into digital entities to capitalize on emerging technologies like 5G & IoT.

To go digital and to stay competitive, MVNOs need a cloud native digital platform that can provide the required functionality, flexibility and operational agility. Csmart Synapse can help MVNOs to manage complete digital customer experience from Concept to Cash to Care.

## Csmart Synapse – A SaaS BSS Platform

Csmart Synapse enables MVNOs to benefit from a wide a range of functionalities, integration, and deployment models by combining experience with leading telecom operators and systems integration expertise. The platform supports all segmented MVNOs (consumer, enterprise, IoT, etc.) and provides functionalities required to grow from light MVNO to full MVNO, and further become an MVNA and/or MVNE at the same time.

Csmart Synapse presents a pre-integrated suite of 21 digital products, also available individually on SaaS. This allows MVNOs to modernize operations, offering the same functionalities as leading MNOs and providing a competitive edge.



# ★ Key Features

- ★ An end-to-end SaaS BSS platform encompassing the entire Concept-to-Cash-to-Care processes
- ★ Zero-touch order orchestration
- ★ Multi-tenant, multi-language and multicurrency support
- ★ Supports B2C, B2B, and B2B2x segments
- ★ Centralized product Catalog
- ★ Comprehensive 360° customer view
- ★ Modular architecture with on-demand scalability to suit growing requirements

# 👍 Business Benefits



## Competitive edge

Supports multiple services - Retail, Wholesale, IoT, Utility, Cloud, etc.



## Cost savings

Reduced CAPEX and optimized OPEX



## Faster go-to-market

Create and launch new services on the fly



## Enhanced Digital Customer Experience

With omnichannel experience



## Flexible pricing

Pay as you grow model



## Effective partner management

Helps manage diverse multi-tier partnerships & complex contracts



## AI for customer-centric innovation

Analyze customer behaviors to tailor services, improve engagement strategies, and quickly prototype services for market relevance and innovation.



## Advanced analytics

To offer personalized customer services

# ✓ Csmart Synapse Advantage

- ✓ Intuitive Mobile App and Self-care for digital customer onboarding & engagement
- ✓ Open API based Digital Exchange layer for low/no code configurations of UIs & business processes
- ✓ Digital Marketplace for rapid spin-off of new instances and accelerate smart offerings
- ✓ Leverage AI-driven insights for personalized marketing, improved automation, reduce costs, and increase efficiency.
- ✓ Real-time advanced analytics to improve Customer Lifetime Value (CLV)

## Why Covalensedigital?




**Scan to explore our offerings**



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