

## MATRIXX MyNOW™

**Offers subscribers an outstanding experience through an interactive mobile app**

The MATRIXX MyNOW™ solution places mobile account information and control directly in the hands of consumers and enables them to make real-time decisions about their usage and spend. The solution also gives communication services providers (CSPs) an interactive e-channel to simplify and improve the customer experience.

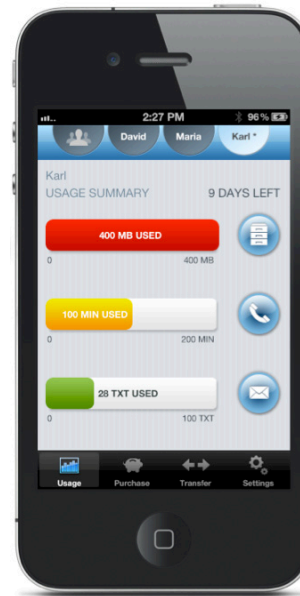
Powered by MATRIXX Software's patent-pending Parallel-MATRIXX™ Technology, MyNOW opens a world of real-time account control options for consumers who need the same instant interactivity with their mobile provider that they've come to expect from banks, travel sites, and other service providers.

Using MyNOW, CSPs can enable customers to control their own experience, better understand their tariff plans and usage, and intuitively personalize services to suit their needs. When CSPs deploy MyNOW, their customers can:

- Receive real-time notifications before spend and usage limits are reached
- Top-up their accounts to avoid overages
- Transfer credit balances or data allowances between family accounts or devices as needed
- Instantly view which applications and services are using the most bandwidth
- Derive greater value by fine-tuning their own accounts to mirror their consumption patterns

In short, customers gain visibility and control over their mobile account through a real-time e-channel that feeds them the information they need to know and the interactivity that their lifestyle demands.

And because MyNOW puts account information at the fingertips, it empowers consumers to make changes to their account settings, notifications, and tariff plans, reducing their need to contact a call center every time they have a question or want to make account changes.



*The MATRIXX MyNOW mobile app gives subscribers up-to-the-moment account and usage information, putting the power of customer experience directly in their hands.*

Deploying self-care through the smart device not only improves the customer experience, but reduces call center traffic in some cases by as much as 20%. This results in significant customer care cost savings.

At the same time, CSPs gain the ability to create and deliver innovative data pricing and packaging for their customers. Using the e-channel with MyNOW, CSPs can upsell customers in real-time – the ‘moment’ when they are most receptive to discounts and offers based on what they’re doing.

### Market dynamics

Consumer use of mobile devices – smartphones and tablets – has begun to eclipse use of desktop and notebook computers. These devices provide us with the ability to know, to access information in real-time. We ask questions such as: When is my next meeting? Where’s the nearest train station? What’s available on my streaming video list? What are my kids doing with their mobile account? These questions are vital to today’s lifestyle, and they require instant answers. At MATRIXX Software, we call this the ‘NOW’ factor.

It's about accessing data *now*. Information, games, video, shopping, email, file-sharing: these are all currently consumed as undifferentiated mobile data. Yet the value of this data lies in the ability of subscribers to consume it in the moment. NOW means everything – anything later is too late.

The good news for CSPs is that they are in the best position to seize this moment and deliver the experience that customers are looking for. But they must be sensitive to their customers' perspective. These customers want more control over how they use mobile services and how they pay for them. They want to understand what they're buying and enjoy intuitive experiences without any of the complexity surrounding today's megabyte-oriented plans. They'll only pay for things they understand the value of, and CSPs must *help them help themselves* by providing visibility, transparency, and control over their account.

Other industries have already taken advantage of mobile devices and applications to create an important customer channel. Banks have gone mobile, TV programming is available on-demand, and medical prescriptions are filled in an instant. To meet the needs of today's consumers, telecom must also transform itself to become a mass-market retail environment.

The MATRIXX MyNOW solution gives CSPs that opportunity by enabling real-time interactions with their customers and providing the mobile broadband experience consumers want.

## Benefits of MyNOW

MyNOW provides consumers with a mobile app that is the central interface for their mobile broadband experience. Using the app, they receive up-to-the-moment, real-time balance and usage information which enables them to make decisions about how they use services and applications.

MyNOW also provides a real-time rating, charging, and balance management layer. The charging layer provides the connection between the MyNOW app and the subscriber's usage and tariff information. MATRIXX's patent-pending technology provides the speed and efficiency required to ensure subscriber information and balances are updated and communicated in real-time.

For example, subscribers can easily check that they are spending within their current plan and top-up if they're about to exhaust their credit or usage limits. Real-time notifications ensure that they don't overspend or miss the opportunity to top-up, thus helping CSPs provide a better level of customer service. They can even opt for a temporary QoS boost for a premium price if, for example, if they want to watch an important video.

Subscribers can get a live view of which apps, services, devices, or family members are consuming the most bandwidth and then make better decisions about which apps to use or how to allocate shared data. Customers with family plans can reallocate shared minutes or megabytes of data across devices and family members .

As they make these decisions in the moment, consumers are also primed for special offers, discounts, and bundles from the CSP. Using the e-channel, CSPs can take advantage of these purchasing moments to offer personalized additions – based on location, device, or usage patterns – which subscribers find relevant and compelling.

MyNOW is the future of mobile broadband experience platforms for CSPs who are striving for interactivity, value, and unforgettable experiences for their subscribers – all in the 'NOW.'

## About MATRIXX Software

MATRIXX Software enables NOW. We give Communications Service Providers instant visibility, intelligence and control of services across your network. Our patent-pending, smart charging technology enables a seamless, intuitive service experience that empowers your subscribers – in the moment, every moment. Delivering up to a 100 times increase in efficiency and scalability, we equip you with the most advanced solution designed specifically for the data generation. Charging. Policy. Insight. Value. NOW.

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