Evolve your business with Ericsson Digital Monetization Platform

Ericsson Digital Monetization Platform enables a fast, effective and low risk digital transformation towards new business models, new partner offerings and digital services. It is ready to monetize differentiating services based on the extended capabilities of 5G networks.

With built-in charging capabilities, flexible product configuration, and the ability to define new offerings on demand, Ericsson Digital Monetization Platform promotes innovation and collaboration in the digital world.

With Digital Monetization Platform, Ericsson’s customers can rapidly move to become Digital Service Providers (DSPs).

Ericsson Digital Monetization Platform is the first end-to-end BSS easily upgradable to deliver Digital to meet the opportunities of 5G. It enables operators to leverage on their existing Ericsson BSS technologies through rapid onboarding of new business models, multi-sided partnerships, integration of new devices and the ability to base charging on any service characteristics.

All that, is achieved as a result of a product catalog driven architecture and a low-risk evolution of the established and world-leading Ericsson BSS solutions.

While transforming to a DSP and introducing IoT and 5G services, operators must be agile, innovative, and relentlessly focused on customer experience. DSPs must stay competitive and attractive even when new disruptive players are entering the market.

A Digital Service Provider must support the multiplicity and diversity of devices. With the Ericsson Digital Monetization Platform you can enable this by the capabilities to automate the product lifecycle, have an easy partner onboarding and support configurable business models.

Ericsson Digital Monetization Platform will manage multiple network resources associated with accounts for billing purposes. Thereby making it aware of the network resources and characteristics.

Key opportunities

Create and offer digital services.
Leveraging new 5G network capabilities, operators can offer different services. These services will be built, priced and charged based on network slicing and other resources characteristics.

Build on broadband efficiencies.
5G reduces costs for both mobile broadband and fixed wireless access offers. These services can then be built into many different packages and bundles enabling offers such as home gateways, media-on-demand and family plans.

IoT Monetization
Digital operators have an opportunity to extend their offering to new areas, such as manufacturing, retail, connected cars, home, security, transport and logistics, drones, and others.

Multiplicity and diversity of devices
In a network environment where connectivity modes and communication characteristics will vary based on various domains and technologies, the opportunities with the Ericsson Digital Monetization Platform will make a difference. It will open up the doors for DSPs to advantage of supporting new device types, new units of measurement and new charging models.

Gartner has positioned Ericsson as a leader in its 2017 Integrated Revenue and Customer Management (IRCM) for CSPs magic quadrant report, for 4th consecutive year:
Solution overview

Optimise and de-risk digital transformation and eliminate the gap between digital business goals and BSS technology.

Solution features

Ericsson Digital Monetization Platform is unique in providing the following capabilities:

**Upgrade Existing Software:** Existing Ericsson BSS customers can upgrade to Digital BSS and support for 5G and IoT without facing the costs and business risks of a full BSS replacement.

**Agile Product Catalog:** Business models for 5G and IoT must be flexible. Product creation, performance monitoring, modification and retirement must be fast and inexpensive. Ericsson Catalog Manager provides a powerful and easy to use environment for product innovation.

**Real Time Interaction:** All information presented to customers, partners and internally must be relevant and up to date. Ericsson Digital BSS delivers personalized and targeted notifications, alerts, offers, promotions and incentives.

**Open and Modular IT integration:** DMP is designed to enable easier integration. Application and enterprise information can be exposed through real-time service APIs with the use of the TM Forum Framework.

**BSS for 5G:** Instant support by BSS will enable fast service introduction. With the ramp up of 5G services the industry will explore a lot of service innovation to monetizing on 5G successfully, here the speed and agility for Service introduction becomes critical.

**End to end BSS:** With Ericsson Digital Monetization Platform, combined with our leadership in network technology, Ericsson is the only vendor who can provide a complete BSS solution. It’s fully integrated with the network technology and supporting the 3GPP 5G evolution plans.

Key opportunities

- Innovate with hundreds of services each week with your own teams and partners
- Reduce risk for digital BSS transformation by evolving existing products
- Differentiate your offers with a true digital experience
- Create and launch new services in minutes
- Reap the full benefits of 5G and IoT
- Reduce customer care costs by up to 25%
- Targeted campaigns based on customer insights

With more than 350 telecom billing and charging customers, and with two billion subscribers supported by our world-class BSS offerings, Ericsson is your end-to-end BSS partner. We are helping service providers address new opportunities with digital transformation.
Use cases

Ericsson Digital Monetization Platform has been designed to take full advantage of and monetize 5G while providing low-risk, effective, and efficient evolution to power the digital journey into new business domains.

Monetize 5G Network slicing

An operator partners with a hospital to provide eHealth services to the hospital’s patients. Critical services, such as remote surgery or heart monitoring, require high level of availability, low latency and an appropriate network slice. For such critical service a premium is charged. For other services, such as routine blood pressure data collection, no premium is charged. The various use cases require flexible charging models that can be customized. Using Ericsson Digital Monetization Platform’s differentiated services feature, operator can deliver and charge for added value to its customers.

Generate revenues from new domains

Operator enables street lights control system through IoT with wide area coverage, small data transfers, scheduled activations, online easy onboarding.

Redefining digital customer experience

With DMP the operator can expect support on a multitude of use-cases that will leverage digital customer experience. Some of which are to onboard a new customer via mobile app or web self-care. Create a bundle through offer configurator (mobile app and self-care). Create campaigns in real-time. Perform intelligent customers segmentation for better offerings and service.

About Ericsson

We are a world leader in the rapidly changing environment of communications technology — providing equipment, software and services to enable transformation through mobility. Some 40 percent of global mobile traffic runs through networks we have supplied. More than 1 billion subscribers around the world rely every day on networks that we manage. With more than 37,000 granted patents, we have one of the industry’s strongest intellectual property rights portfolios. Our leadership in technology and services has been a driving force behind the expansion and improvement of connectivity worldwide. We believe that through mobility, our society can be transformed for the better. New innovations and forms of expression are finding a greater audience, industries and hierarchies are being revolutionized, and we are seeing a fundamental change in the way we communicate, socialize and make decisions together. These exciting changes represent the realization of our vision: a Networked Society, where every person and every industry is empowered to reach their full potential.