



# Infinitum Communications Suite

## End-to-end Cloud-native Platform to Empower Communications Industry Transformation

Designed specifically for the communications service providers (CSPs), Infinitum Communications Suite (ICS) is a cloud-native platform with a suite of business and operations support system solutions to help CSPs quickly launch new offerings, transform digital engagement and drive operational excellence.

The solutions suite can support multiple business units of CSPs on a single platform, with rich functionalities to automate and streamline the end-to-end selling, ordering and monetizing processes, orchestrating new digital services through the partner marketplace while taking advantage of new technologies like cloud, IoT, AI and 5G.

Infinitum Communications Suite consists of four key components which underpinned by a data analytics hub. Its modular structure provides high flexibility to empower service providers to address dynamic business needs.

### Digital Experience Suite

Digital Sales Channels

Customer Engagement

### Agent Desktop Suite

Customer Relationship Management

Case Management

Loyalty Management

### Product Catalog Suite

Product Catalog

Campaign Management

### Order Management Suite

Customer Order Management

Service Order Management

### Data Analytics Hub

Customer Happiness Index

Competitor Alert

Footfall Tracking

Consumer Segmentation

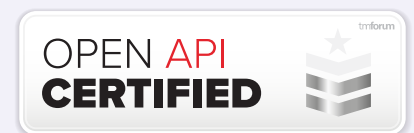
Social Media Monitoring

## Features and Benefits:

| Digital Experience Suite  | Agent Desktop Suite  |
|---|--|
| <ul style="list-style-type: none"><li>• Integrated with self-service portal, mobile apps, WhatsApp bots and social channels</li><li>• Support multiple logins, payment gateways and AI-powered analytics</li><li>• Deliver personalized digital services to consumers anytime, anywhere</li></ul>   | <ul style="list-style-type: none"><li>• Empower agents to have a holistic view of customer's profile and cases history</li><li>• Significantly reduce response time to resolve customer issues promptly</li><li>• Consistently deliver high value to customers to reduce churn rate</li></ul>  |
| Product Catalog Suite   | Order Management Suite   |
| <ul style="list-style-type: none"><li>• Cover the entire product lifecycle to define product and service specifications, bundle deals along with catalog definitions and campaign modelling</li><li>• Provide comprehensive product information to customers for making smart decisions</li><li>• Accelerate sales cycle to boost revenue</li></ul> | <ul style="list-style-type: none"><li>• Integrated customer and service order management to facilitate efficient order processing</li><li>• Provide real-time view on stock availability</li><li>• Streamline placement and fulfilment of services requests to address dynamic needs</li></ul> |
| Data Analytics Hub  |  |
| <ul style="list-style-type: none"><li>• Analytics engine of Infinitem Communications Suite to provide in-depth customer insights</li><li>• Capture and analyze customer interactions across channels of the entire buying journey</li></ul>   | <ul style="list-style-type: none"><li>• Provide AI-powered recommendations and data-driven analysis to transform engagement</li><li>• Support CSPs to deliver personalized offers and engaging experience to stay competitive</li></ul>  |

## Enabling Agile Integration in Cloud-native Architecture

Infinitem Communications Suite adopts industry best practices of IT architecture designs for seamless integration and extensibility. Taking the cloud-native approach with microservices, and built upon TM Forum's Conformance Certified Open APIs and Information Framework (SID), ICS offers agility and interoperability to ease integration, accelerate time-to-market and deliver better customer-centric services.



With solution architecture that maximizes business and IT agility, Infinitem Communications Suite empowers communications service providers to accelerate the transformation into digital service providers and foster innovative differentiation.

### About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong, mainland China and Southeast Asia. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data center hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer business goals and transform digitally, needs to help them achieve business goals and transform digitally.