

MARKETPLACE 360 INTEGRATION

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- | Simplified onboarding: Partner & Marketplace solutions
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MARKETPLACE 360 SOLUTION OVERVIEW

Deploying new revenue streams
in under 90 days

An eCommerce platform built for the telecommunications industry,
by industry veterans with over 30 years experience.

KLOUDVILLE MARKETPLACE 360

Marketplace Partner Journey

Manage the end-to-end lifecycle of your partners, from onboarding through to order fulfillment, reconciliation, and settlements.

Marketplace Portfolio Management

Combine telco, marketplace & partner products and services into compelling solution offers with support for pricing, costing and contracts.

Marketplace Customer Journey

Provide a marketplace to request quotes, place orders, orchestrate fulfillment through partners, trigger invoicing and manage post-sale cases.

- | Partner Portal provides partners with the ability to manage their profile, products and fulfillment with vetting and approval processes to protect marketplace brand.
- | Customer Portal provides registered and unregistered B2B customers with the ability to manage their profile, orders, services, invoices, payments and cases.

- | Multi-lingual, multi-currency
- | Multi-location and multi-product orders
- | Full configure, price, quote (CPQ) capability
- | Contract management for customer specific pricing and SLAs
- | Pricing and costing for full margin analysis
- | Import / export capabilities for bulk orders



MARKETPLACE 360 SOLUTION OVERVIEW

Deploying new revenue streams
in under 90 days

- | Increase revenue and market share by establishing marketplaces that target specific subsets of a CSP market
- | Provide tailored solutions that combine traditional telecommunications services with industry specific solutions
- | Leverage your partner's products and offers to offer a complete end to end solution across industry verticals
- | Expand marketplace solutions to compliment horizontal solution offerings all riding on your core telecom offerings



MARKETPLACE 360 SOLUTION OVERVIEW

Deploying new revenue streams
in under 90 days



Configure, Price, Quote (CPQ)

Quotation generation for B2C, B2B, and B2B2x complex offers, contracting and enterprise catalogs



Sales Management (SM)

Leads, Opportunities, and Sales Funnel



Enterprise Product Catalog (EPC) & Product Lifecycle Management

Manage Products and Offerings from ideation through to retirement



EPC



PLM



Concept

- Enterprise Product Catalog
- Partner Catalog Management
- Product Management
- Marketplace Catalogs
- Regulatory



Design

- Product Management
- Pricing
- Marketing Comms
- Product Modeling
- Creatives



Approval

- Customer Service
- Information Technology
- Product Management
- Capacity Planning
- Product Marketing



Production

- Agents, Retail POS
- Self-Service
- CRM, eCommerce
- Meditation, Billing
- Charging, ERP



Partner Management (PM) & Marketplace Management (MM)

Quotation generation for B2C, B2B, and B2B2x complex offers, contracting and enterprise catalogs



Order Management (OM)

Order orchestration and management for end-to-end B/OSS integration

INDUSTRY STANDARD APIs FOR CSP B/OSS INTEGRATION

Kloudville deployed and/or certified TM Forum Open APIs

tmforum



- | Address Management (TMF673)
- | Agreement Management (TMF651)
- | Appointment Management (TMF646) *Certified
- | Customer Management (TMF629) *Certified
- | Entity Catalog Management (TMF662)
- | Party Interaction Management (TMF683) *Certified
- | Party Management (TMF632)
- | Party Role Management (TMF669) *Certified
- | Product Catalog Management (TMF620) *Certified
- | Product Ordering (TMF622) *Certified
- | Product Inventory (TMF637)
- | Quote Management (TMF648) *Certified
- | Service Activation (TMF640)
- | Service Ordering (TMF641) *Certified
- | Service Qualification (TMF645)
- | Shopping Cart (TMF663) *Certified
- | Trouble Ticket (TMF621) *Certified

*Please reference the **TM Forum** website at <https://www.tmforum.org/open-apis/open-api-manifesto/> and for the current list of completed certifications, see <https://www.tmforum.org/certifications-awarded/>



SIMPLIFIED ONBOARDING PARTNER & MARKETPLACE SOLUTIONS

Partner Portals Enable Automated Product/Service Integration

Both Partners and the Marketplace vendors can onboard products into the catalog, which provides a rich environment for the modelling of Products and Product Offers, governed by Kloudville's PLM approval and publishing process defined by the Marketplace:

- | Changes are made directly in the catalog by business users and products and offers can be defined and published for ordering in the channels in minutes.
- | Kloudville's Product Lifecycle Management (PLM) allows for an approvals process of onboarded solutions (either automated) or directed to CSP Product managers for approvals.
- | The Marketplace can also leverage the TMF 620 and 662 APIs bi-directionally, i.e., to publish its products and offers to 3rd party catalogs, and to consume products and offers from 3rd party catalogs.
- | In the event that a proprietary interface is offered by a 3rd party catalog, an adaptor may be developed to meet the 3rd party API specifications. Kloudville 360 Adaptors exist for the following systems:

ServiceNow (TMF620 variant)	Ericsson	Google Cloud Adaptor
CloudSense (TMF620 variant)	RBM	Synnex
MATRIXX	AEM	D&H
Siebel/Oracle	Tech Data	Ingram Micro



SERVICES READILY AVAILABLE VIA MARKETPLACE 360

Enabling Products and Services from CSP B/OSS & Partners
or Marketplaces

Business Support Systems (BSS)

- | Salesforce
- | Siebel / Oracle
- | RBM
- | Adobe Experience Manager

Operational Support Systems (OSS)

- | ServiceNow
- | CloudSense
- | Ericsson Catalog
- | Ericsson Order Care
- | Intraway Symphonica
- | MATRIXX

Address Validation

- | OpenAddresses.io

Business Support Systems (BSS)

- | Google Cloud Channel
- | Amazon Web Services (via partner)
- | Microsoft Azure (via partner)
- | StoreX
- | Wallpost
- | Voxox

eCommerce

- | Amazon Seller Central
- | Commerce Hub EDI
- | Wayfair
- | Tech Data
- | Synnex
- | D&H
- | Ingram Micro

Payment

- | Moneris
- | PayPal
- | AlphaPay
- | PaySafe
- | Split It
- | Flex Pay
- | Kount Risk
- | Bersama Pay

Shipment

- | 2Ship
- | LateShipment

Communications

- | Twilio



INTEGRATION TO EXISTING CHANNELS B/OSS & eCOMMERCE

Enabling integration to a CSPs existing apps and legacy

Kloudville exposes ALL of its functionality through REST APIs to authorized users.

- | Bespoke front-end channels have been developed for our clients, leveraging these APIs to expose a tailored, branded, customer journey (e.g., using AEM or React).
- | Marketplace 360 offers existing or legacy channels the ability to leverage the platform's functionality for:

- | Login / Anonymous
- | Catalog browsing
- | Product availability
- | Product eligibility
- | Product feasibility
- | Product configuration
- | Cart persistence
- | Cart validation
- | Cart pricing
- | Customer registration
- | Coupon
- | Appointment Scheduling
- | Payment

Marketplace 360 provides full services for CRM and Ordering channels, and platform exposure of (catalog, customers, contacts, locations, opportunities, quotes, orders, contracts, subscriptions, inventory, issues, assets, projects) for those channels providing a broad capability.



INTEGRATION TO EXISTING CHANNELS B/OSS & eCOMMERCE

Supporting Legacy or Specialized Integration for CSPs

Specialized Integration to 3rd party applications is provided in one of two manners.

Where the integration is one that may be reused, Kloudville will develop an adaptor for the 3rd party system and include it in the application.

Alternatively, where the integration is unique, or the delivery time dictates, custom integration to/from Kloudville may be considered.

API Integration: Kloudville provides support for both synchronous and asynchronous, inbound and outbound APIs

Queue / Messaging Based Integration: Support for queue/message based integration through: JMS using JSON, XML or text - Active MQ using JSON, XML or text

File and Batch Based Processing: Kloudville also provides support for file / batch based integrations, including support for:

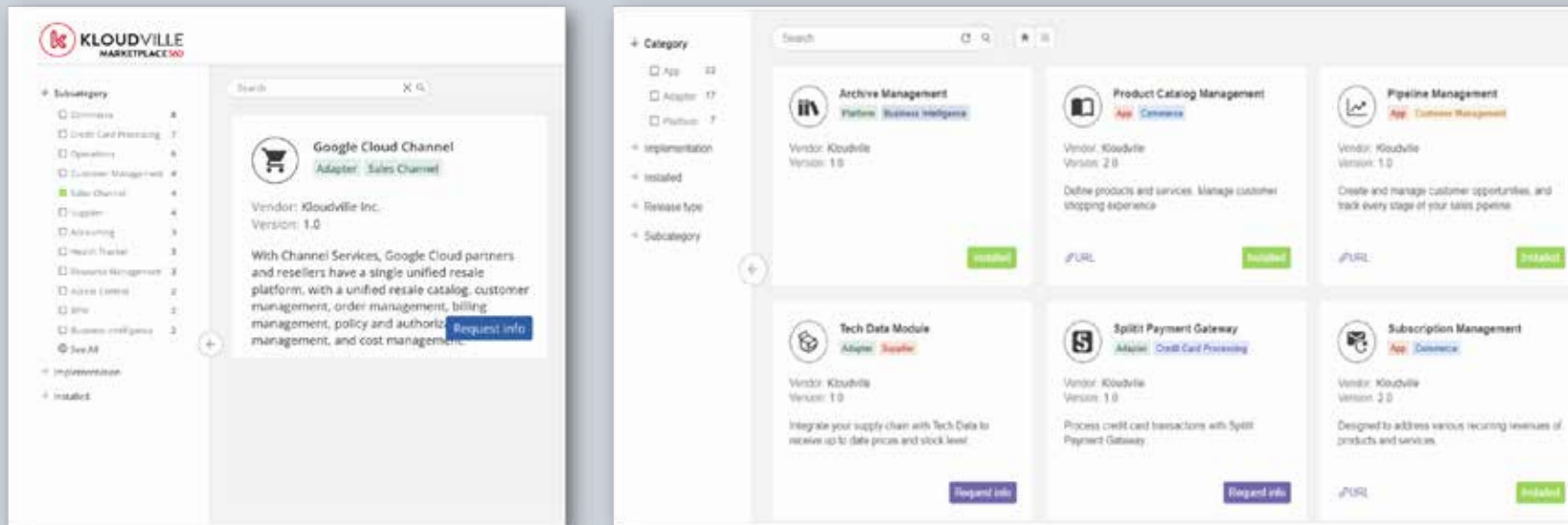
- FTP, FTPS, SFTP and direct File Read / Write support
- SMTP/IMAP for email based processing, including inbox monitoring
- Native support for XML, JSON and CSV formatted files
- The specification of new mapping templates for bi-directional data mapping between the internal and external data structures (using XML)
- The definition of jobs that invoke the file processing logic at specified intervals or times

Database Integration: Kloudville also provides the ability to integrate to a database via JDBC and Teradata

Interface Policies: Queues, Throttling, Error Handling: Synchronous interface calls are handled simply and Inbound listeners, and outbound asynchronous message processing provides the ability to define queues to process the messages. Kloudville employs JMS/ActiveMQ by default.

KLOUDVILLE ORCHESTRATOR APP SERVICENOW CERTIFIED

Supporting CSPs with advanced integration APPs and Adaptors and growing each day



MARKETPLACE 360

TAILORED SOLUTIONS IN ONE PLATFORM

Combine Telco Solutions, Partner Solutions, and Industry Vertical Vendor solutions in one Marketplace

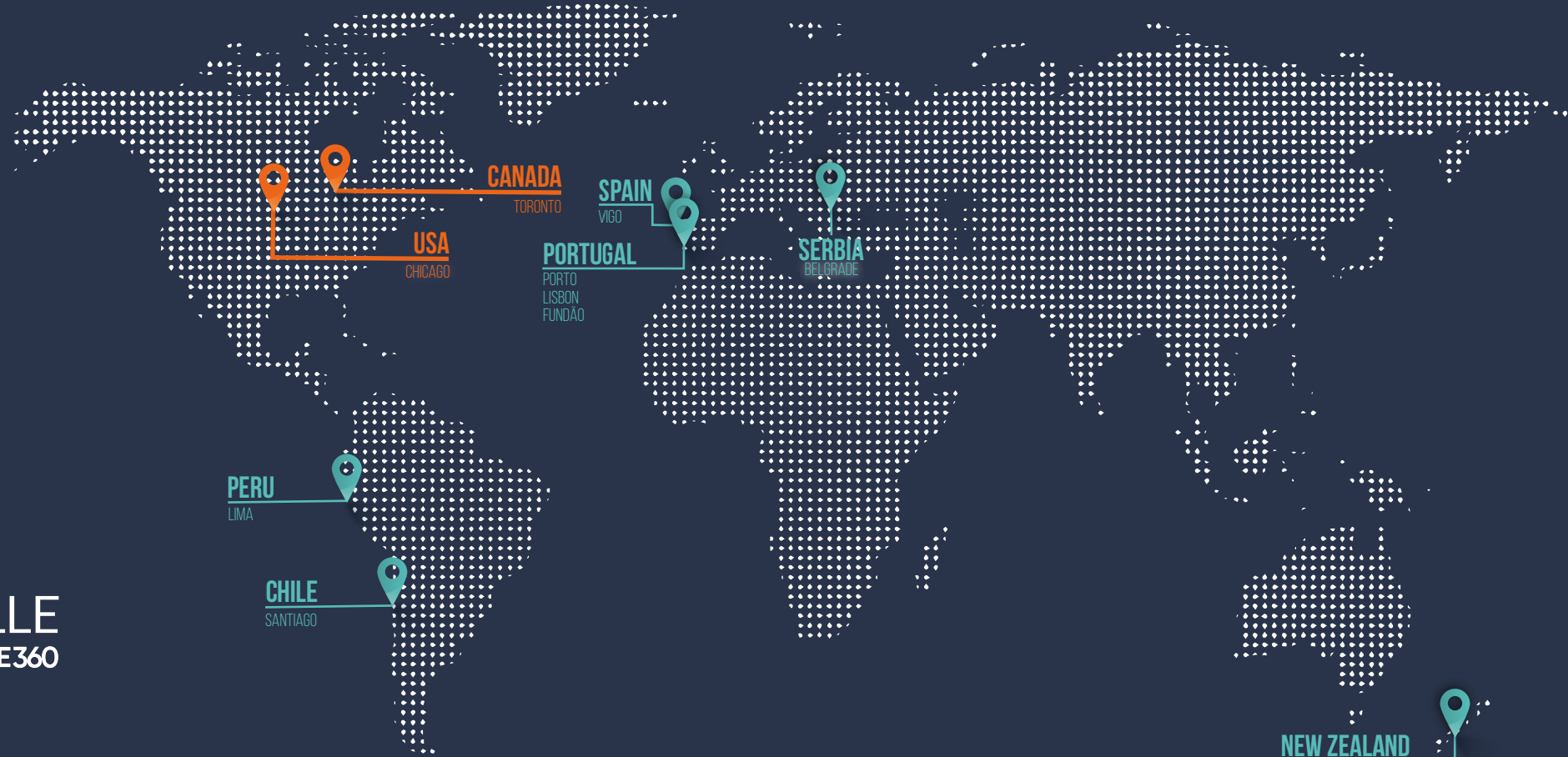
CSP Telco Catalog:

- | Mobile (4G, 5G, 6G)
- | Fixed, Cable, Internet
- | Prepaid/Postpaid
- | Satellite (LEO/GEO)
- | SMS Packages
- | Fiber, FTTH
- | SMB, Enterprise Plans
- | Managed Services
- | Voice/Wireline

Learn more from our use cases:

- | [5G Network Slicing](#)
- | [Leverage Marketplaces to Drive New Revenue Streams](#)
- | [Marketplace Use Cases For Communication Service Providers \(CSPs\)](#)
- | [Supporting CSPs to accelerate B2C, B2B & B2B2X Marketplaces \(Video\)](#)





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BUSINESS TOGETHER!

 SALES & SERVICE DELIVERY

 SALES, SERVICE & PRODUCT DEVELOPEMENT

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