



Optiva Partner Monetization™

Unified monetization platform, delivering end-to-end partner lifecycle management and a scalable cloud-native solution for telco-driven B2B2X partner ecosystems.

Key characteristics of Optiva Partner Monetization:

- End-to-end partner lifecycle management platform for a multi-tier B2B2X ecosystem.
- Bring any partner across industries, use cases, and business types.
- Monetize any and everything with real-time billing, rating, and charging.
- Build a complete and catalog-driven digital marketplace with up-sells, promotions, campaigns, partner, tax, and payment management.

OPTIVA VALUE

Optiva three-layered approach to delivering value ensures that our customers enjoy a world-class product backed by modern technology and delivery options to suit our customers' requirements. We satisfy all your monetization needs.



PRODUCT

Innovative and simplified partner ecosystem monetization



TECHNOLOGY

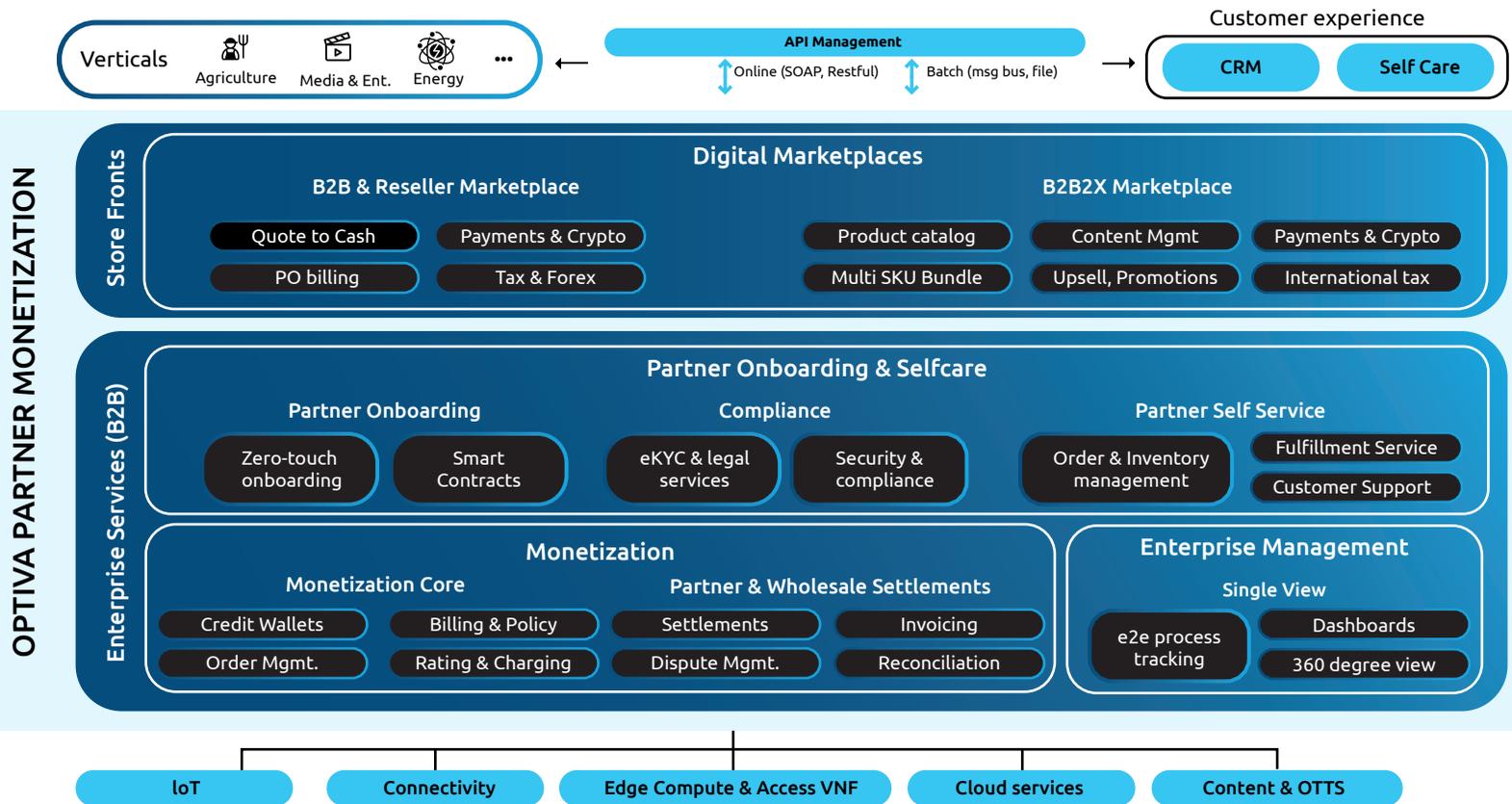
Cloud-native, marketplace, centrally managed, and digital product



DELIVERY

Fully managed on private or public, B2B & B2B2X, pre-integrated modules

Product Architecture Overview



Product Features

- The four core elements of Optiva Partner Monetization are - digital partner management, digital catalog manager, billing and multi-partner settlement, and marketplace.
- Develop and monetize a complete partner ecosystem with billing and multi-party settlement, partner onboarding and integration, service management and bundling, and self-serve.
- Simplified and automated onboarding supported by digital and real-time processes.
- Monetize anything and everything ranging from any industry, any connectivity type, any software, any technology, or any device.
- Single dashboards to provide a centralized view across the ecosystem to all players.



Technology Stack

- Fully cloud-native software available on private and public clouds with CI/CD upgrades and updates.
- Digital and automation at core with pre-integrated value-added services, such as tax, foreign exchange, payment services, and more.
- Centrally managed product focusing on productization versus customizations, SDLC best practices, site reliability engineering (SRE) approach for software delivery and maintenance, use of software automation, such as auto-healing, dashboards, alarms, 24x7 monitoring, etc.



Delivery Models

- Fully managed software with managed hosting on private or public cloud, managed application customizations, updates, and upgrades, and managed business operations for daily application management and upkeep.
- Strategic partnerships with Google Cloud, Microsoft Azure, Openshift, and VMWare.
- Complete SaaS offering on the public cloud of your choice.

Example use cases of Optiva Partner Monetization

B2B2C digital subscription products - OTT, streaming, gift cards and more

Complete B2B2X partner marketplace with build your own bundle

B2B enterprise segment extending to B2B2X portal

eSIM and IoT devices marketplace with embedded connectivity