



A Cloud Native SaaS Platform

Key Initiatives

- **Accelerate Service Launch:** Quickly introduce new, innovative services.
- **Leverage 5G/IoT:** Enter B2B markets enabled by 5G and IoT technologies.
- **Enhance Customer Lifetime Value:** Improve customer value through superior digital experiences.
- **Develop a Partner Marketplace:** Create a marketplace enabled by partners.

Highlights

- **Rapid Monetization:** Monetize new service offerings in 2-5 days.
- **Fully Digital Engagement:** Ensure 100% digital customer engagement from onboarding to support.
- **Boost Customer Value:** Enhance customer value management.
- **Optimize Costs:** Reduce both CAPEX and OPEX.

Why Choose Csmart?

- **Modern Architecture:** Low code, open API, and microservices-based.
- **Versatile Business Models:** Supports B2C, B2B, and B2B2X.
- **Multi-Tenant and Multi-Language:** Offers multi-tenant, language, and currency support.
- **Cloud Flexibility:** Cloud-agnostic, supporting both private and public clouds.
- **Robust Platform:** Configurable, flexible, scalable, and secure.

Key Features

- **Comprehensive Customer View:** 360° customer view with 'Concept to Cash to Care' flow.
- **Simple Workflow Management:** Configuration-based workflow management.
- **Omnichannel Experience:** Seamless omnichannel experience for customers and partners.
- **Advanced Analytics:** Customer value management with advanced analytics.
- **Centralized Product Catalog:** Zero-touch order orchestration with a centralized product catalog.

- **Partner Management:** End-to-end partner management.

Digital Exchange Platform (Dx) Highlights

- **Integrated Platform:** Connects North Bound with South Bound.
- **Easy Integration:** Facilitates third-party integration with Open API.
- **Order Management:** Comprehensive order lifecycle management.
- **User-Friendly Interface:** Intuitive UI for tracking transactions.

Proven Results

- **Significant Cost Reduction:** Achieved a 60% OPEX reduction for an Asian MVNO.
- **Reduced Churn Rate:** Dropped churn rate by 8% for an African MNO.
- **Market Share Growth:** Launched in five countries, gaining 5% market share for a MVNO in APAC.
- **Rapid Subscriber Onboarding:** Onboarded over 3 million new subscribers within 40 days of launch for an African MNO.

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