

## Overview

# We propel telecoms to innovate fearlessly



## About Lifecycle Software

We live to empower leading brands, to drive them to win in the telecoms market. From onboarding to engagement and upselling, our software underpins vital services, enabling millions of people to communicate daily.

### Hear it from our customers:



"Three have an established and long term relationship with Lifecycle. They have been a significant partner throughout our growth journey offering a range of service and solutions that are used internally, with our MVNOs and their customers. I have always found Lifecycle to be enthusiastic with a "can do" attitude which is invaluable when working in an agile fashion to deliver rapidly for our MVNO partners"



Duncan Finlay,  
Head of Products and Marketing, Three UK

## Say hello to connection

Lifecycle Software provides award winning digital BSS and real-time charging (CCS) solutions able to power, support and bring innovation to any operator, launch new MVNOs to the market in record time and arm them with the tools they need to thrive. We shape how some of the most successful telecom players in Europe provide their services.

With a rich history of success spanning 3 decades, we propel telecoms to innovate fearlessly, allowing them to create extraordinary customer experiences and monetise connectivity with unmatched automation.

# Why Lifecycle?

## Automate and win with unprecedented levels of efficiency

Our automation-first approach optimizes your critical functions, from billing to provisioning to every step of the customer's journey. We crush the complexity across your order-to-cash process, allowing you to unlock monetization opportunities and focus on what matters: Your customers.

## Master the digital experience with total customer centricity

With software modules that give you a 360° view for full customer lifetime care, you can be confident of increasing customer loyalty and spend. Our real time decisioning and AI capabilities allow you to contextually nurture customers, deploy strategies in a self-service model and drive results.

## Lead the market with the ultimate tech stack

Cloud Native, microservices supported by Kubernetes and TMForum Open APIs to deliver agility at every level and security throughout. Lifecycle's software is the swiss army knife of BSS, we have the modular software and the flexibility to enhance your business wherever it is needed.

## We bridge imagination and connectivity

We make our customers unique USPs happen. For example, we allow the extra flexible plans with payback for unused data for SMARTY. For Ecotalk Mobile, a sustainable MVNO, profits from bills are used for nature. Our team uses data analysis to help customers anticipate when and how to seize opportunities, providing our partners with a strong competitive advantage.

### Our success metrics

**1150 / second**

Transactions processed per second

**99.95%**

Transactions automated

**4.2**

Average TrustPilot score of our MVNO customers



### Expand and delight your customer base

Delight your customers with payback, rewards, group plans, contextual marketing and more. Allow them to self serve with a digital first experience



### Use a smart sub-brand strategy to increase your share of the market

Personalization is key to attracting and retaining a loyal and reliable customer base. Use our multi-tenanted solution to create one or many sub brands that speak directly to a community.



### Harness the power of customer data

Use AI and analytics to build bespoke workflows that create unique and tailored experiences for your customers. Build on these insights with algorithmic AI to always trigger the next best action.



### Launch an MVNO in record time

Off the shelf, whitelabeled front end to go market with speed and provide extraordinary customer experiences