



Use-Case/Industry: Media and Entertainment

SAP Solution:

- SAP CX C4C, Commerce, Data Mediation and Subscription Billing

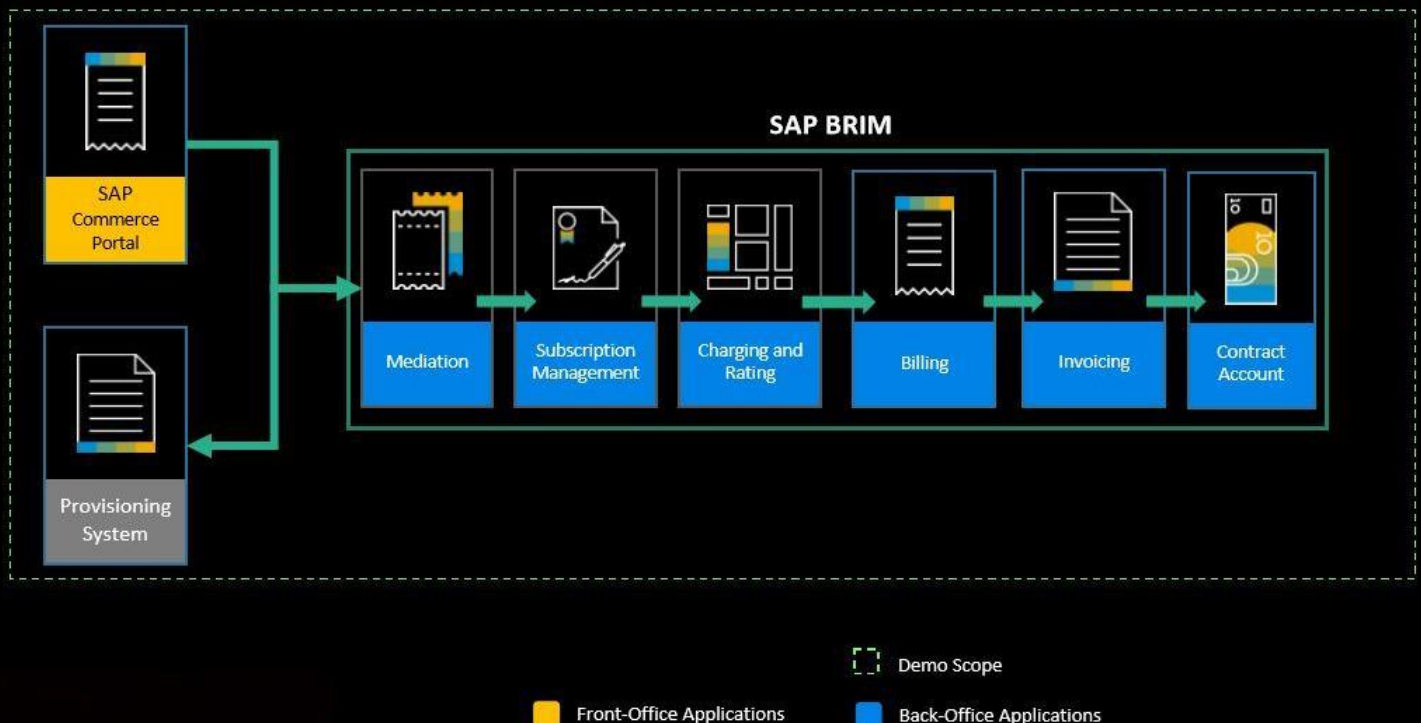
Challenges:

1. Manage product bundling and pricing, subscriptions and ability to manage offers.
2. Needed provision of offering customers bundled product with multiple options.
3. Robust OTC process was required including quotation approval.

How Acuti Labs resolved the challenge:

1. Used integrated CX C4C, Cloud solutions CX Data Mediation, Commerce and Subscription Billing.
2. Data mediation solution helped with data enrichment and validation
3. SAP Commerce Cloud was used for bundling and from end, SAP BO for reporting and dashboard

Solution Architecture:



Benefits:

1. Provided a highly scalable and high-performance SAP CX Integrated solution.
2. Provided a 360° view of customer records to accelerate collections processes and improve customer service.
3. Provided provision of performing usage and recurring based billing