
Business Platform for Digital Ecosystem

Re-invention of legacy ERP/BSS
Fastest GTM with No-Code Agility

Challenges with Legacy ERP and BSS

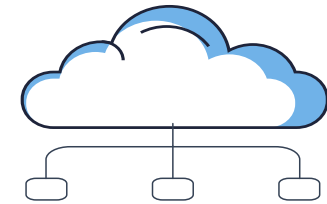
- Not designed for co-creation or multi-party collaboration
- Inflexible and high-cost customization
- Difficult to accommodate business or process evolution
- By 2025, combined ERP & BSS market = \$94B *(source: MarketsandMarkets)*
- 40% (\$37B) will be spent in professional services as customization
- Customer satisfaction remains elusive for XaaS, IoT marketplaces

What is *Cumulator*

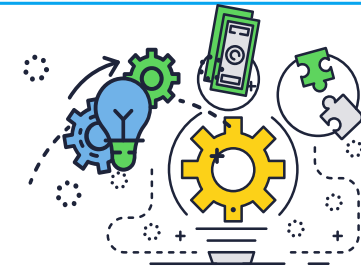
A Digital Business Platform with built-in engines for Composition, Workflow & API/Integration



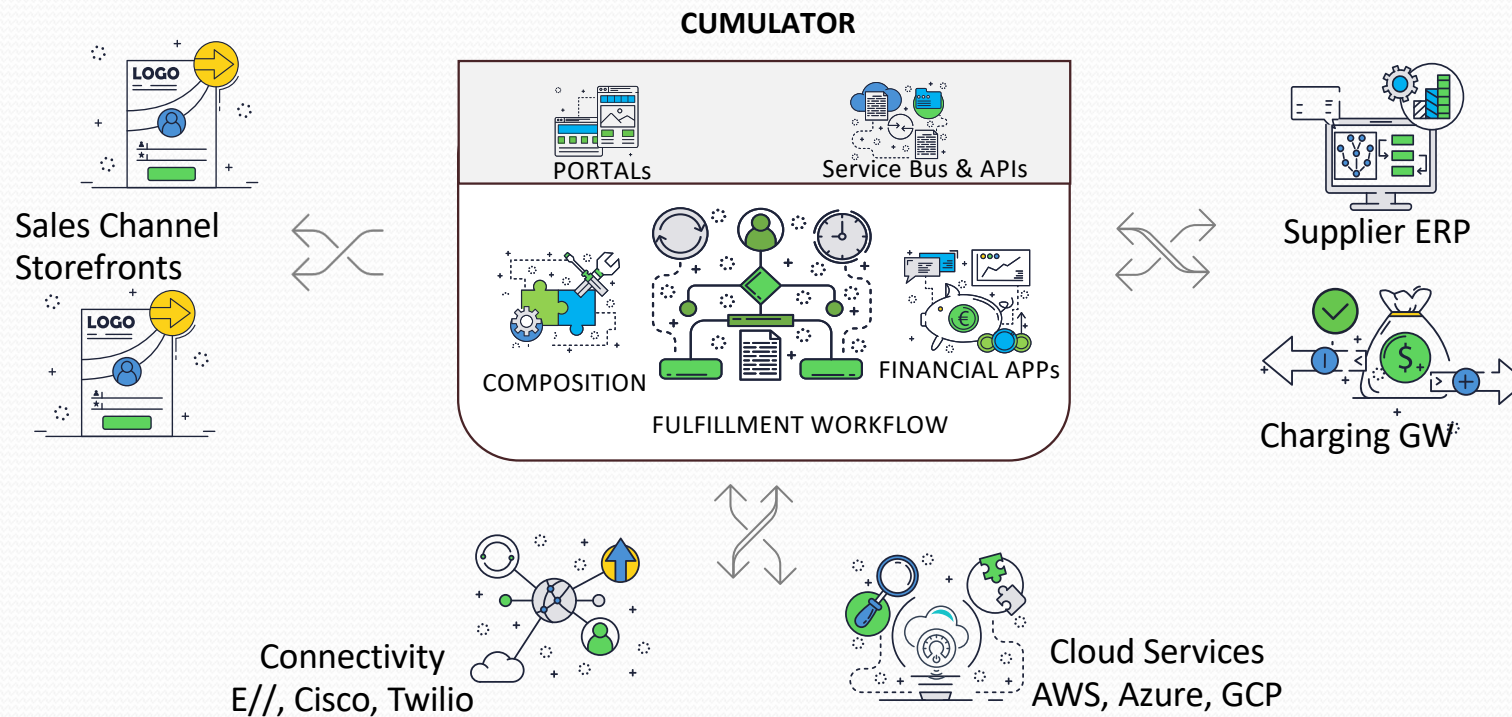
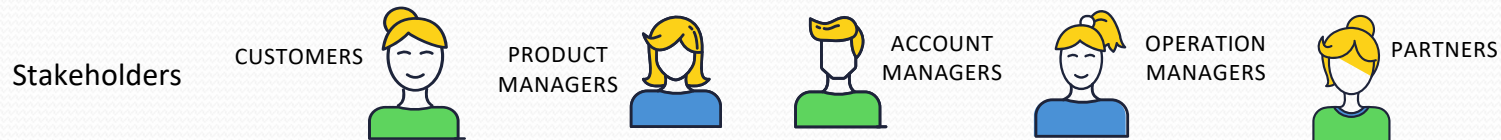
Deployed as an overlay on top of legacy ERP/BSS—provides no-code interface to the stakeholder



Orchestrates entire life cycle of multi-part offerings from concept to fulfilment & returns



Cumulator and the Ecosystem Landscape



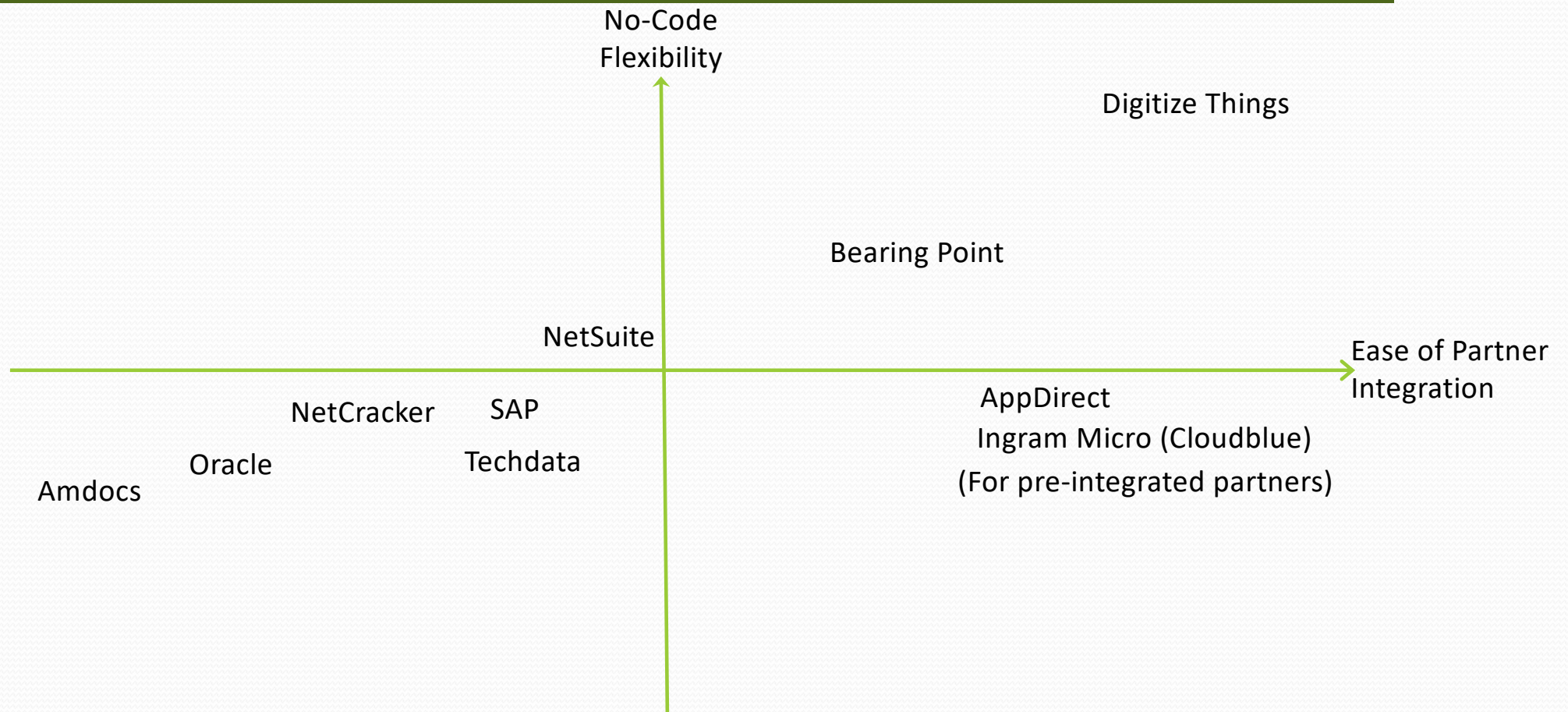
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Flexibility in a No-Code environment

- **Cumulator** zero touch onboarding of partners (solution providers, IT specialists etc.)
 - For solutions, consultation or support as their value add on one or more offerings
 - Anchor tenant inherits partners offerings and can augment with own product/services/brand
- DMN based guidance to customer/salesperson to select the right offering
 - For a dynamically created view into the relevant part of the catalog
 - To get to the correct variant of a product (based on region, characteristics)
- BPMN based Order processing for multi-step interaction with partners & customer
 - Such as site-survey or consultative work prior to Quote creation & customer acceptance
 - Order Processing across multiple providers with independent paths
- Hierarchical Tenancy between Group and operating companies (or Resellers)
 - Group level decision on Partners, Products, Services
 - OpCo/Reseller inherits, embellishes & refines to suit country specific customer base

DMN- Decision Modelling Notification, BPMN – Business Process Modelling Notification

Competitive Landscape



Target Market Segments

- Applicable across verticals for offerings involving a mix of products & services
 - Needing comprehensive lifecycle management and a short time to market
 - Tapping into local ecosystems and experts for professional services
 - E.g. offerings with HW device, SW application, Connectivity and Professional Installation all as one coherent package
- Initial validation of use cases are across industry segments such as **Telecom, Healthcare, Gaming, etc.**
- Two-pronged approach
 - Sell Direct
 - Sell through OEM and channel specialists

Success Cases For *Cumulator*

- T-Mobile (Sprint) for Business
 - To Sell third party IoT solutions to SMB customers
- Headless Marketplace for a BSS OEM
 - For cataloging and order processing of bundled offerings
- Accessory bundling at Healthcare Systems Integrator
 - With order processing, inventory, assembly, shipping, return & reuse
- IoT Product launcher for large Tier1 Group mobile operator
 - Solution creation at Group level and selling happens at OpCo level

Thank You!