



Enidus Partner Activation Portal Indirect (PAPI) for Cellhub Partners

A Transformative Solution for Cellhub Partners

Executive Summary

The Partner Activation Portal Indirect (PAPI) represents a groundbreaking advancement in subdealer enablement, exclusively available to Cellhub partners. Developed by Enidus, this comprehensive platform consolidates 30 years of industry expertise and first-hand knowledge of the challenges subdealers face when managing cellular connectivity for T-Mobile. PAPI delivers a streamlined, frictionless, API-driven experience that serves as a powerful one-stop solution for all aspects of cellular service management.

Traditional Challenges in Cellular Management

Subdealers have historically navigated a fragmented landscape when activating, suspending, or canceling cellular lines. The traditional process involves multiple systems, inconsistent interfaces, and manual workflows that create significant operational friction.

Activation complexity has been a persistent challenge, with subdealers typically juggling multiple carrier portals and activation systems, each with different interfaces and requirements. This fragmentation leads to inconsistent customer experiences and extended provisioning times that impact customer satisfaction and business efficiency.

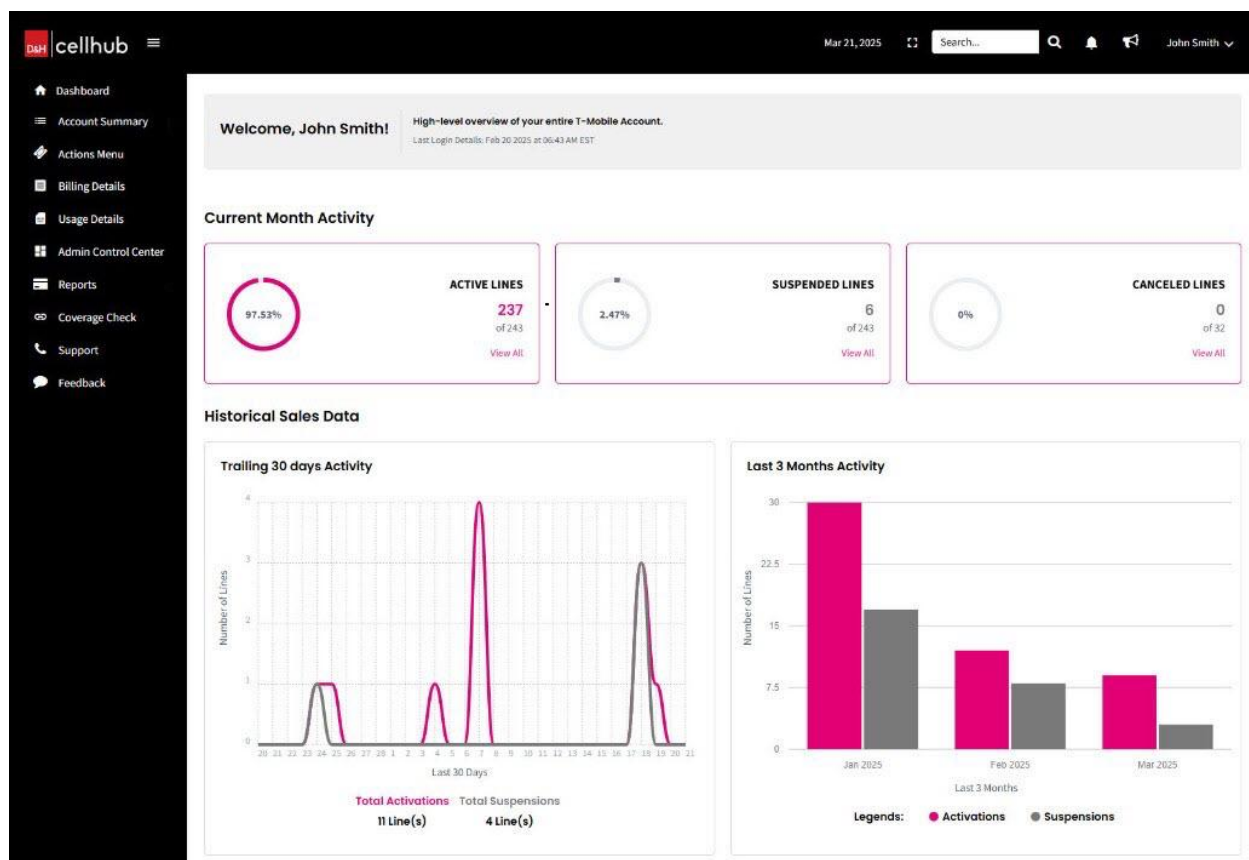
Account management presents another significant hurdle, as the process of managing customer accounts often requires navigation through separate systems for billing, usage monitoring, and service changes. This disjointed approach creates inefficiencies and increases the risk of errors during critical customer interactions.

Financial visibility has also been limited in traditional systems. Subdealers face challenges with billing status tracking and commission structures, creating financial uncertainty and complicating revenue forecasting. Without comprehensive reporting and analytics, subdealers struggle to gain insights from historical performance data, limiting their ability to make informed business decisions.

Even simple service modifications become complex tasks in fragmented systems. Basic functions like suspending service, adding features, or changing plans typically require multiple steps across different platforms, further complicating customer service interactions and reducing operational efficiency.

The PAPI Advantage: Streamlined Operations

PAPI addresses these challenges head-on by consolidating all essential functions into a single, intuitive portal with powerful capabilities designed specifically for the needs of cellular service subdealers.



Comprehensive Order Management

PAPI delivers simplified ordering workflows for both new and existing customers. The platform guides subdealers through the activation process with intelligent forms that adapt based on customer type, service requirements, and device selections. This streamlined approach significantly reduces activation times and eliminates common errors that delay service provisioning. The intuitive interface removes the complexity from ordering processes, allowing subdealers to focus on customer relationships rather than administrative tasks.

Robust Account Management

With approved Letter of Authorization (LOA) integration, PAPI provides subdealers with complete account management capabilities in a single environment. The API-enabled interface supports both self-service and end-user support scenarios, enabling subdealers to view and modify customer account details in real-time. Service changes process instantly through the platform, while comprehensive permission management ensures appropriate access controls. The system maintains detailed service history and modification records, creating accountability and transparency across all account interactions.

Transparent Billing and Usage Tracking

PAPI transforms billing and usage management through comprehensive visibility tools. Subdealers gain access to current and historical billing statements through an intuitive interface that simplifies financial management. Detailed usage analytics by line and account help identify patterns and opportunities, while integrated payment status tracking streamlines collections processes. The system includes usage threshold monitoring with customizable alerts to prevent overages, and custom report generation tools make it easy to extract and analyze financial data across multiple dimensions.

Commission Management and Forecasting

The integrated commission tracker delivers unprecedented financial visibility for subdealers. Real-time commission status monitoring eliminates uncertainty about earnings, while detailed tracking by product, service type, and time period provides granular insight into revenue sources. The platform's forecasting tools enable accurate prediction of future revenue based on active services, helping with financial planning. Commission discrepancies automatically flag for immediate resolution, and flexible export options facilitate integration with accounting and financial systems.

Data-Driven Business Intelligence

PAPI transforms raw data into actionable business intelligence through powerful analytics that provide insights previously unavailable to subdealers in the cellular space.

Activation Performance Visualization

The platform's intuitive dashboard provides visual representations of activation trends through comprehensive graphical interfaces. Subdealers can easily compare monthly, quarterly, and annual activation performance to identify growth patterns and opportunities. Seasonal trending helps optimize inventory and staffing, while activation success rates by product type and service plan identify the most effective offerings. Team performance metrics enable targeted coaching and incentive programs to drive continued improvement in activation success.

Portfolio Analysis Tools

PAPI's estate management capabilities provide a holistic view of a subdealer's entire customer base through sophisticated analytics. Real-time visibility into all managed lines enables proactive service management and optimization. Customer segmentation tools allow for targeted marketing and service recommendations based on usage patterns and service types. The platform identifies potentially at-risk accounts through usage trend analysis, enabling proactive retention efforts. Opportunity identification algorithms highlight potential service expansions and upgrades based on customer profiles and usage patterns.

Market Strategy Optimization

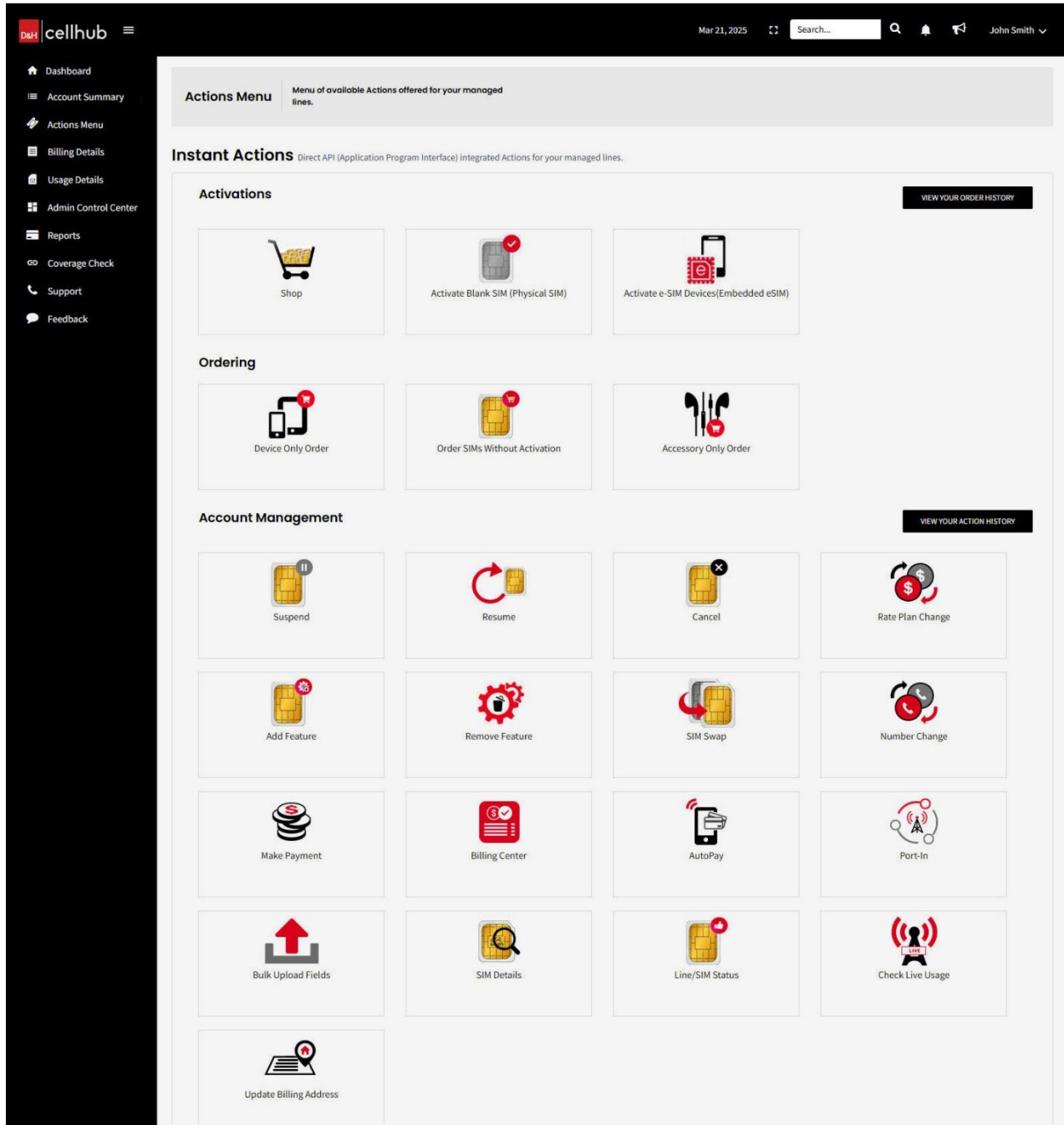
Through detailed analysis of top-performing rate plans and devices, PAPI enables subdealers to refine their go-to-market strategies with data-driven confidence. The system identifies best-selling devices and most popular rate plans through historical sales analysis. Customer preference tracking by demographic and business type enables targeted offering development. Inventory optimization tools prevent stock issues with high-demand products. Marketing initiatives benefit from alignment with proven customer preferences, and the platform supports building targeted promotional campaigns around identified high-margin offerings.

Intuitive Service Management

PAPI streamlines everyday service management tasks through an interface designed around the actual workflows of cellular service management professionals.

One-Click Service Actions

The platform enables subdealers to execute common service tasks with minimal effort through an intuitive interface. Service restoration requires just a single click, with automated validation ensuring appropriate account status. SIM card management features support reuse for new activations or replacements, optimizing inventory. Data passes and feature packages can be added to accounts in real-time, enhancing customer satisfaction. Paperless billing initiation includes automated customer notification flows, and device



upgrade processing features integrated eligibility checking to streamline the customer experience.

Automated Workflow Support

PAPI's intelligent system guides subdealers through complex processes with contextual assistance and automated validation. Number porting includes automated eligibility checks that prevent common errors and delays. Account transfers between customers follow simplified workflows with appropriate documentation management. Plan changes incorporate prorated billing calculations to ensure accurate financial handling. Service suspensions include options for scheduled restoration based on customer requirements. Device troubleshooting and replacement workflows integrate with inventory systems for seamless fulfillment.

Security and Compliance

PAPI maintains the highest standards of data security and regulatory compliance through comprehensive protection mechanisms. Role-based access controls with custom user profiles ensure appropriate information access for all team members. The system maintains comprehensive audit logging for all transactions, creating accountability and supporting compliance requirements. Secure document storage protects customer authorizations and sensitive information. Automated compliance checks validate service modifications against regulatory requirements, and secure API integration protects data during exchanges with existing business systems.

Getting Started with PAPI

Cellhub is committed to ensuring that all subdealers can quickly leverage the full capabilities of the PAPI platform through a structured onboarding program. Comprehensive platform training is provided for all team members, ensuring effective utilization of the system's capabilities. Dedicated support during the transition period minimizes business disruption, while data migration assistance ensures historical information transfers seamlessly from legacy systems. Custom configuration aligns the platform with specific business workflows, and ongoing technical support with regular feature updates keeps the system current with evolving business needs.

Take the Next Step

Transform your cellular business operations with the power of PAPI. Contact the Cellhub team today to schedule a personalized demonstration and discover how this revolutionary platform can streamline your operations, enhance customer experiences, and drive sustainable growth. Contact cellhub by emailing sale@cellhub.com or visiting cellhub.com.

