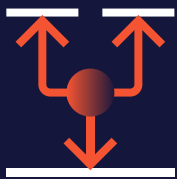


PRODUCT SHEET

Digital Accelerator Platform



The Digital Accelerator Platform (DAP) will ensure that you utilize your digital presence most efficiently, in new and existing channels. Centralized business logic for all channels and standardized communication between your channels and your core systems give you independence from legacy systems hence giving you full freedom to design customer journeys across all your digital channels and significantly decreased time to market and cost. Its optional experience enhancing modules keep your channels attractive and its 3rd party integration allows you to extend your business models with 3rd party products and services.

For ultimate agility and new digital business models

BREAK DOWN THE SILOS OF YOUR DIGITAL CHANNELS

Digital Accelerator Platform (DAP) lets you manage all your digital channels from one place; from providing a digital identity to holding the business logic for your customer journeys in all channels.

KEEPING YOUR CHANNELS ATTRACTIVE FOR YOUR CUSTOMERS

DAP allows you to improve your customer experiences through easy integration of new functionalities through its optional modules.

REDUCE YOUR TIME TO MARKET

Only implement and manage your customer journeys and digital products in one place and not in historic silos.

GIVE YOUR BUSINESS MODEL MORE DEGREES OF FREEDOM

DAP allows seamless 3rd party integrations. Connect your channels and systems in an easy and highly secure way.

LOWER THE IT COST OF YOUR DIGITAL CHANNELS

Core systems only connect in one place for all your digital channels and not individually for each channel significantly, thus reducing the development efforts for your channels.

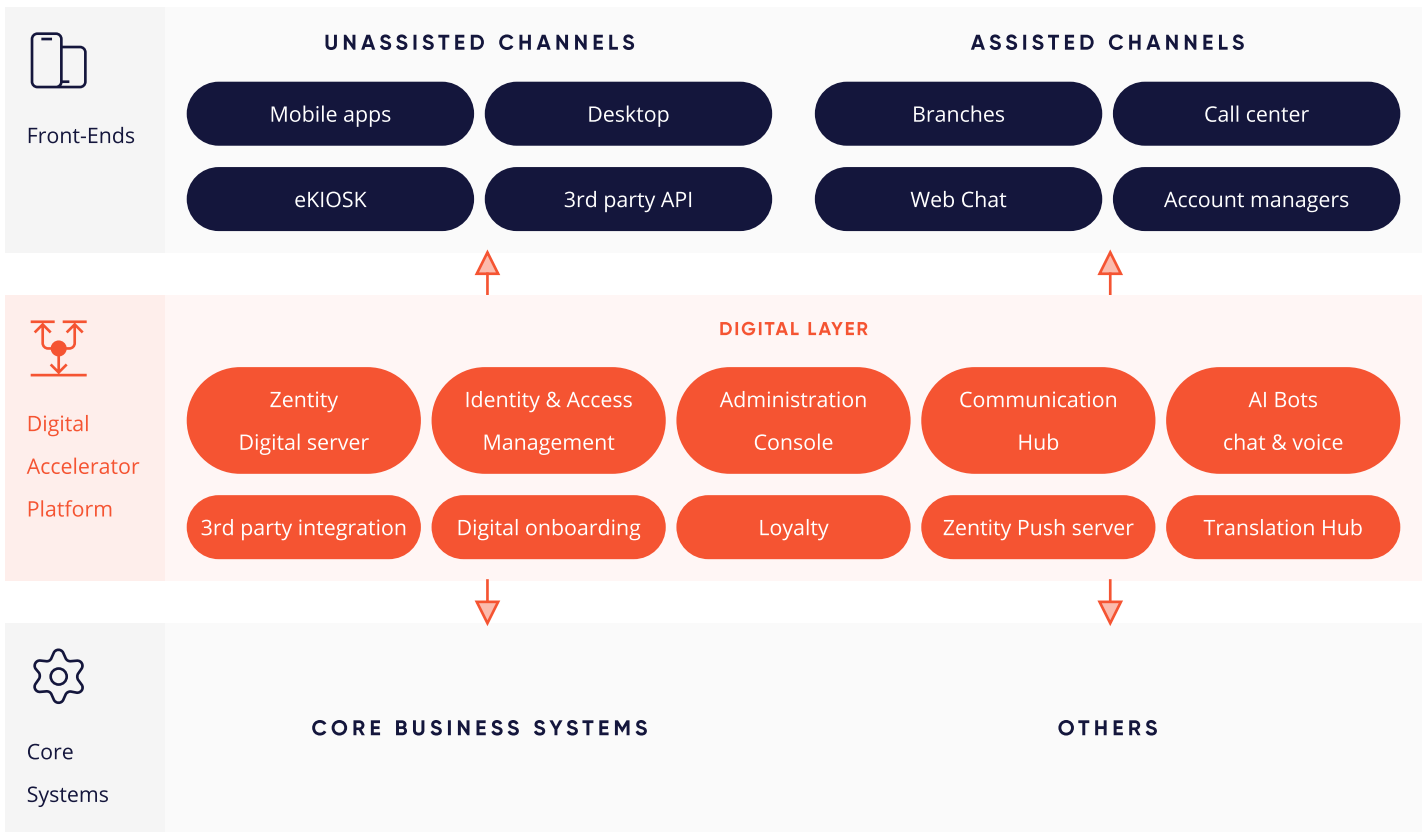


How it works

Our Digital Accelerator Platform is the basis for a true digital business, enabling:



DAP takes complexity out of your channel architecture through aggregating business logic and standardizing connections internally and to 3rd parties.





Features and modules

FEATURES

MICROSERVICE BASED



Microservice based agile middle layer holding the business logic allowing fast service and process development without touching core systems.

FRONT-ENDS



Adaptable state of the art front-ends according to your corporate identity and latest behavioural insights of your customers.

ADMINISTRATION CONSOLE



New generation of Admin Console allowing to manage all modules from one place.

SMOOTH CUSTOMER JOURNEY



Improve your customers' journey by giving them option of digital onboarding, quick authentication and communication profile.

3RD PARTY INTEGRATIONS



Having your own systems or channels? Use easy integration point for 3rd party services.

API INTEGRATION



Standardized API-based interfaces to core systems with typical Mock, Test and Production environments.

MODULES

DIGITAL SERVER



The most secure solution on the market standardising the data exchange and business logic between your digital channels and your back-end systems.

IDENTITY & ACCESS MANAGEMENT



Take full control of managing the identities of your employees, customers and partners - providing them quick and smooth access, while keeping all your data fully secured.

DIGITAL ONBOARDING



Let your customers sign up for your services in the most secure way within minutes from the location of their convenience.

COMMUNICATION HUB



Give your customers the freedom to choose how they will be addressed and automate your communication to save time and costs.

TRANSLATION HUB



All your language versions for all your apps in one place. Dynamically and safely manage all translations for everyone.

AND MUCH MORE



DAP includes more modules and services covering loyalty, AI and chatbots and much more.

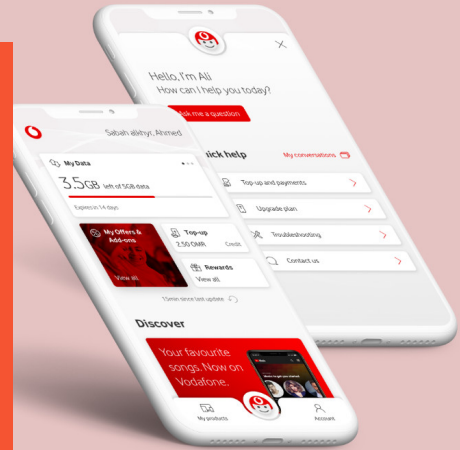


Vodafone Oman

USE CASE

ALL CHANNELS MANAGED FROM ONE PLACE

Vodafone Oman wanted to stand out in a highly competitive market providing a digital only experience to demanding customers. Vodafone knew that they had to change the rules of the game - launching yet another operator would not create enough traction within a young and technology savvy country. Vodafone decided to launch the first “Digital First Operator”. A state-of-the-art 5G mobile network that allows its customers to experience all customer journeys without ever setting foot into a store or signing papers.



REQUIREMENT	SOLUTION
<p>Creating a Digital First operator for customers that embrace technology but still have limited digital experience required a balancing act. To migrate them from traditional to digital channels, Vodafone requested first class digital touch points, a platform that allows an omnichannel experience and total flexibility in customer journeys to keep their channels attractive long term. An integrated communication platform giving customers freedom of choice how they will receive information was also requested to prove the ultimate customer focus.</p>	<p>Zentivity provided the centre piece of the operators architecture - tying together core business systems with all customers facing channels. With the DAP as the core management platform, state-of-the art front ends for mobile, web and eKiosks were delivered. DAP also provides a unique identity to each customer across all channels. This allows Vodafone to efficiently design flexible digital omnichannel customer journeys. Zentivity's Communication Hub lets customers choose the channels through which they want Vodafone to interact with them.</p>

Speak to one of our experts

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www.zentivity.com
info@zentivity.com

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