

# **IDI's Unified Product Catalog**

## **Your Gateway To Market Agility**

### **And Innovation**

The heart of any BSS/OSS ecosystem, a unified product catalog streamlines and centralizes critical information and processes. It touches and drives everything that relates to what you sell, how you sell it, and ultimately how you promote, discount, deliver, and support your offering.

IDI's unified Product Catalog delivers a flexible enterprise-grade inventory management system with industry-specific reusable components and templates that allow organizations to rapidly build, test, and deploy a wide range of products, services, and plans with ease and speed.



## **Your Telecom Command Center — Attract, Engage, And Retain**

IDI's Product Catalog serves as the backbone of your business, providing you with the tools and capabilities needed to attract, engage, and retain customers based on what they want and need at any given time along their customer journey.

Embrace the capability to adapt swiftly to market changes and customer demands:

### **Accelerate Market Entry**

Achieve rapid deployment across diverse offerings, from mobile to convergent markets for both prepaid and post-pay products — cutting down your time to market and enhancing operational efficiency.

### **Tailored Discounting Strategies**

Attract and retain customers by offering a mix of one-time and recurring discounts, including unit-based and volume discounts.

### **Sales Performance Optimization**

Elevate your sales strategy with advanced tools designed for upselling, cross-selling, promotions, and bundling.

### **Precise Rate Control**

With the ability to manage rates and pricing plans — including intricate control over usage types, discount locations, surcharges, and grouping priorities — you'll ensure optimal pricing strategies that resonate with your target markets.

### **Promotional Agility**

Create compelling, customized promotions that leverage specific product combinations to drive sales and market interest.

### **Simplified Service Agreement Management**

Effortlessly self-manage service agreements without the need for extensive adaptations.

### **Targeted Product Offerings**

Enhance market relevance by tailoring product availability to specific customer segments, products, markets, and services, ensuring a more personalized customer experience.

### **Enhanced Sales Experience**

Deliver a smoother, error-free sales process with guided sales flows, significantly improving the user experience and reducing the likelihood of data entry mistakes.

### **Superior Catalog Management**

Leverage advanced search and organization features within the product catalog to efficiently manage and navigate your product offerings, saving time and resources.

### **Empowering API Access**

Put control at your fingertips by leveraging IDI's Open-Source API for unparalleled ease and flexibility in managing your product catalog.



## **Build A Better Experience With IDI's Unified Product Catalog.**

Ready to transform your service offering and stay ahead in a rapidly evolving market? Connect with IDI today to discover how our Product Catalog module can be seamlessly integrated into your business solutions.

Contact us at **888.924.4110** or visit **idibilling.com** for a deeper dive into a world where innovation meets market agility.