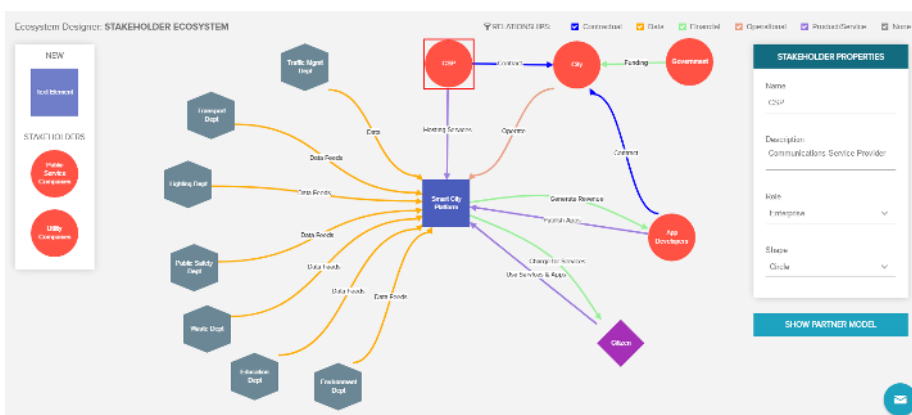


The Pace of Change is Accelerating

Digital technologies and new business models have increased the degree of interconnection among companies, people and things, blurring products, services and industry boundaries. Consumers mix and match features they want with the touch of an icon, sending service providers on far-flung quests to understand customer needs and meet them in real time.

In this digital economy, communications service providers' business success is no longer guaranteed based on network operations excellence. Now more than ever, they need to explore and find revenue from partnerships and by exploiting the "snowball" effects seen in ecosystems and platform-based businesses. And, they need to move fast to avoid continued market share erosion to more agile digital natives.



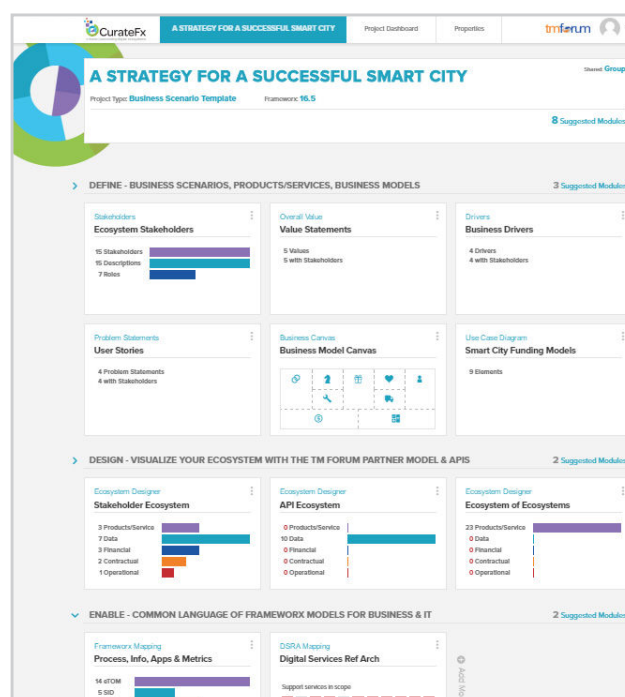
Yet the mechanisms to participate in new high growth digital ecosystems are different from building and operating physical assets. Creating and maintaining successful ecosystems is an art, and deciding to attach your business to an ecosystem is still based more on trust and vision than anything else in many cases.

Drive Successful Digital Services with CurateFx - Define, Design, Enable and Collaborate

CurateFx is a collaborative, cloud-based enterprise software service for ecosystem and digital transformation projects. Stakeholders and teams make faster, more confident decisions in the definition and design of complex business scenarios using the step-by-step blueprints, information-based decision tools, visualization maps, and collaborative capabilities in CurateFx.

Unlike many incomplete and inconsistent tools which create cycles of debate and mountains of documents with little actionable content, CurateFx is one place to capture the collective knowledge of many players. It enables capture of actionable plans built on consistent and coherent storylines, all acting as a single source of truth. This means everyone involved knows how a new service, business idea or transformation project could come alive because they are all looking at the same thing.

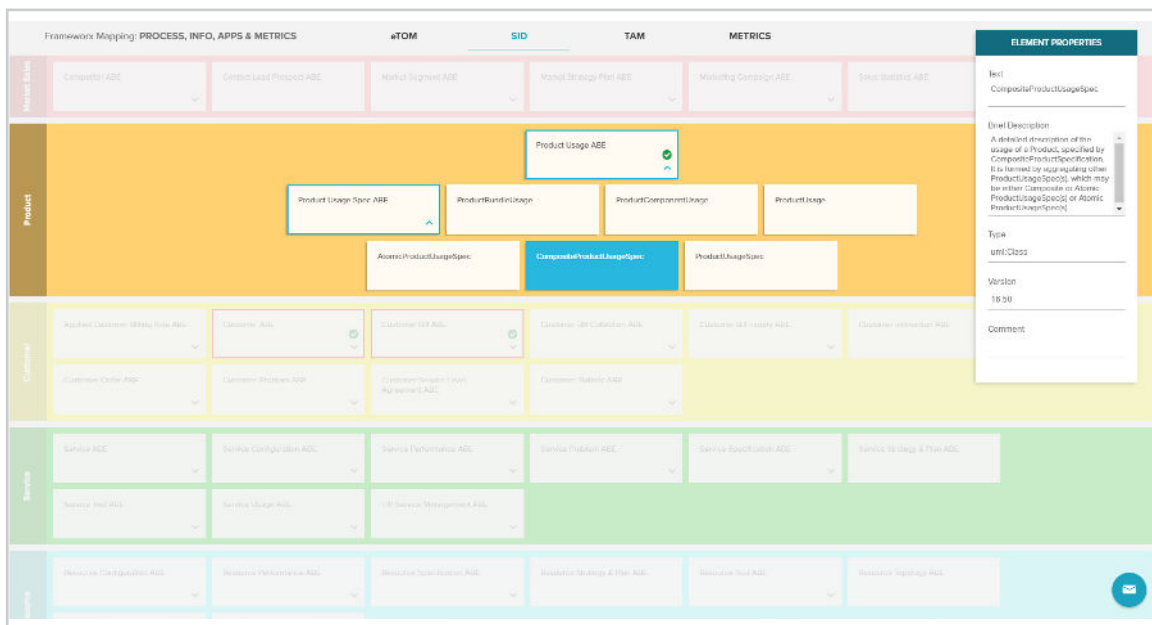
And CurateFx is built on a strong foundation. It accelerates time-to-agreement and lowers risk by enabling consistent decision making through cognitive guidance from the embedded knowledge of TM Forum's widely adopted Frameworkx™ suite of standards and best practices.



This package of business capabilities, technical common language and collaborative features is the unique and powerful combination that is CurateFx.

Benefits of CurateFx

- **Drive transformation projects faster and more confidently** by having a method to capture vast and intricate knowledge into rich, yet easily understandable, CurateFx models that enable coherent decision making
- **Discover new business growth opportunities in complex businesses and ecosystems** by increasing your rate of new business exploration through standardizing on proven TM Forum methodologies embodied in CurateFx’s powerful collaborative tool and repository
- **Reduce time to agreement among stakeholders** by short-circuiting siloed and circular communications via easy collaboration across individuals and teams inside and outside of your company using CurateFx’s comprehensive approach to knowledge and idea sharing
- **Reduce risk in scope definition and implementation** through use of design “guidrails” that leverage proven TM Forum blueprints to establish baseline rules while allowing for creativity in development of new models and ecosystems
- **Accelerate business to IT handovers** by driving consistent decision-making through common language and embedded knowledge of TM Forum’s Framework™ process and information models and APIs



Example of Framework Mapping in CurateFx

CurateFX Pricing:



Start your 30-day free trial!
Visit www.tmforum.org/CFxFree30 to sign-up for you free 30-day trial.

CurateFx is provided in collaboration with Tr3Dent