



## Zup empowers your company to strive in the digital era.



### Digital Customers

Customers demand outstanding experiences ("wow" factor) and will not settle for less.

Self Service  
Anytime, Anywhere.

**Be in control.**



### Digital Enterprises

Enterprises must constantly create & nurture customer value through "frictionless" experiences.

Personalized  
Context Related Offers.

**Re-invent the business.**



### Business Results

Enterprises that step-up and meet customer expectations will reap simultaneous benefits.

Satisfaction Boost & Cost Reduction & Revenue Increase.

**Win in the digital world.**



## Transforming your business with Zup.



**People**  
Digital Mindset



**Process**  
Agile Methodology



**Technology**  
Complete Solutions



## Zup Real Wave unlocks the power of digital platforms.

### > Digital Telco

Digitizing the Customer - Telco interaction and ensuring agility to launch offers.

Customer & Marketer & Representative Journeys.

**Deliver awesome digital experience.**

### > Open APIs

Building, managing, publishing, and monetizing APIs (internal & external).

Resources & Rule Sharing.

**Leverage service integration.**

### > Service Marketplace

Reducing implementation complexity through "one stop shop" model.

Digital Service Providers.

**Create new sources of revenue.**

## Excelling at Digital Transformation with Zup Real Wave.



User friendly  
interface &  
access



Robust  
performance  
& availability



High specification  
& security  
standards