

# Scaling the LSO Ecosystem Part 2: LSO APIs for Smaller Sellers



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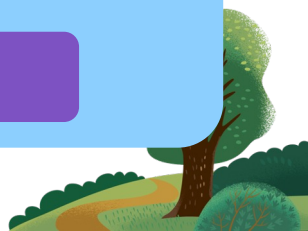
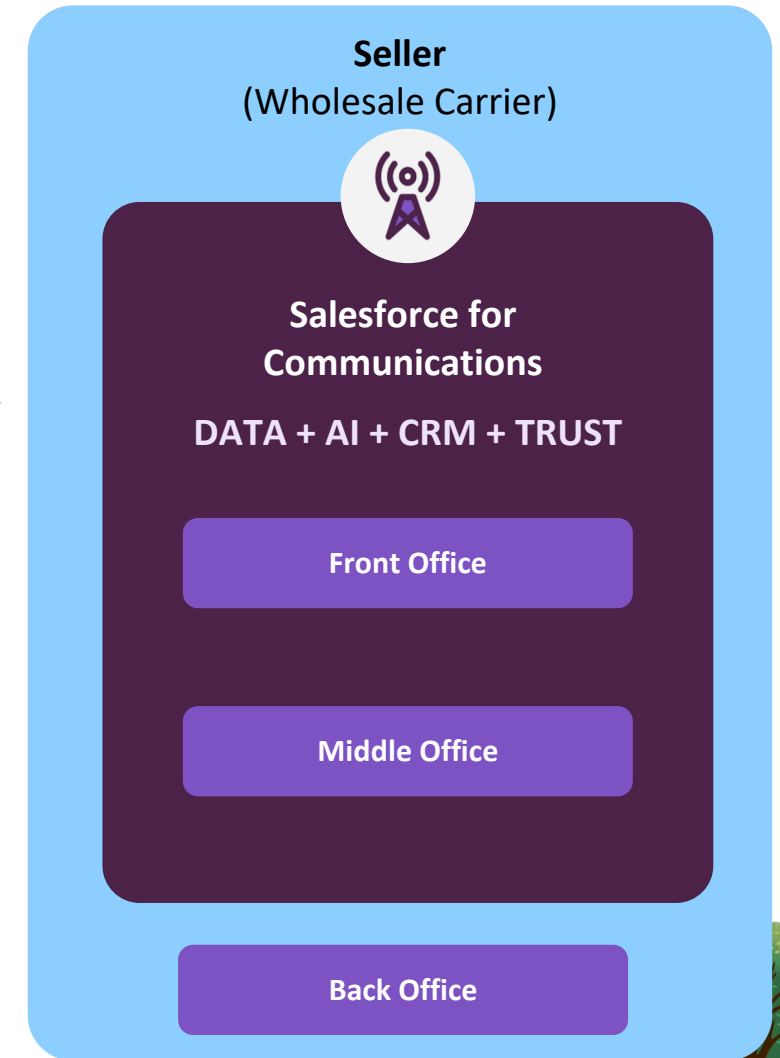
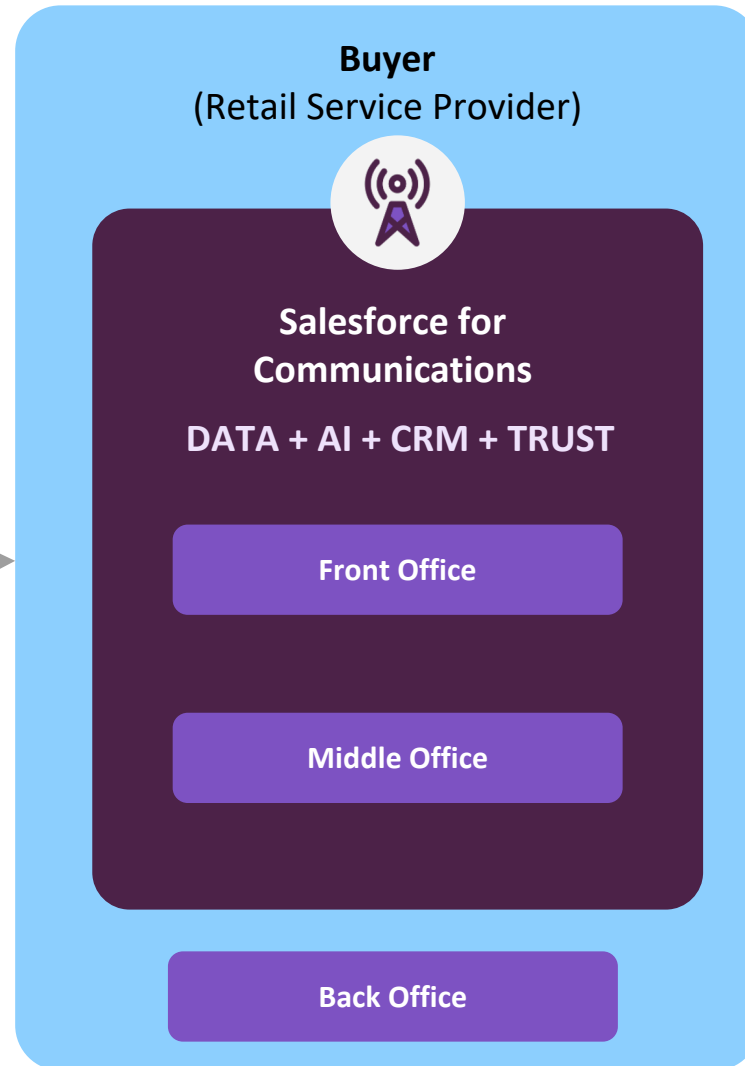
ideaHelix, Customer Success Officer



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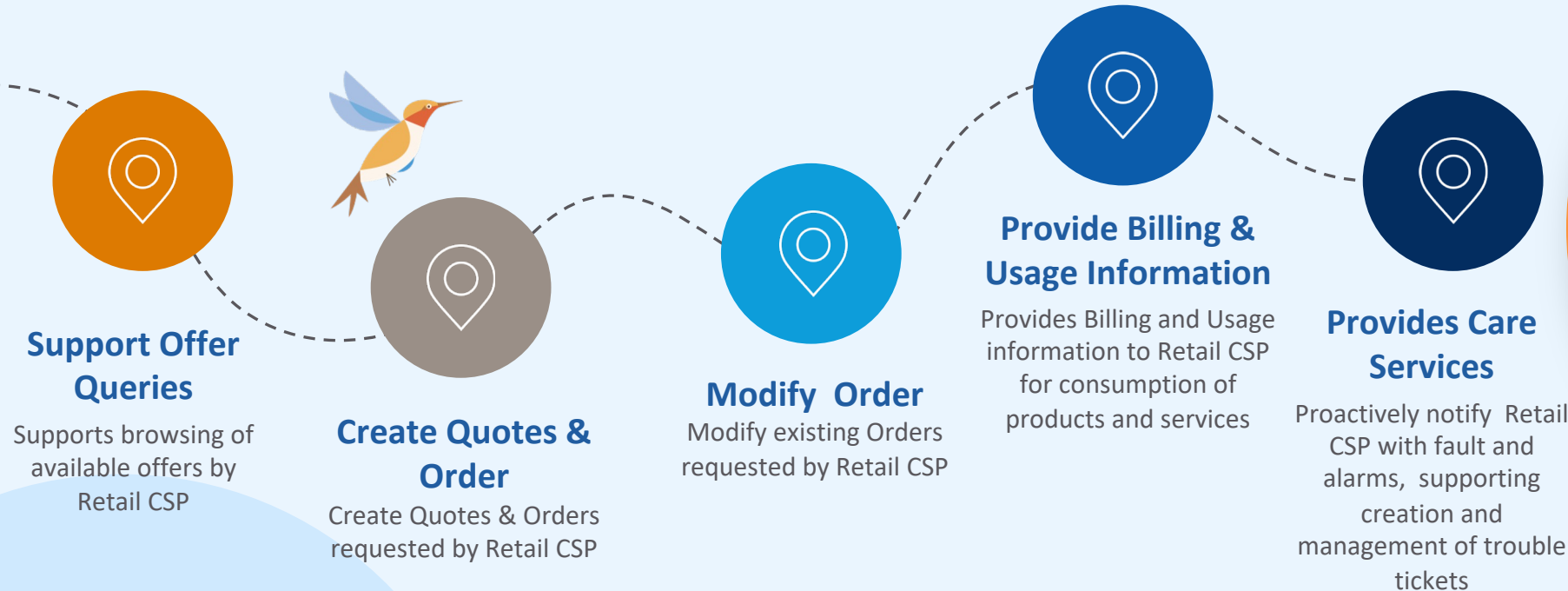
Enxoo, Head of the Innovation Pillar

# Unlock Business Efficiency with Fulfillment Process Automation & Industry Standards



# Wholesale Service Provider

Connected Journey to Serve Retail Service Provider



\*Journey Steps executed through SONATA APIs



# Enxoo

Your go-to Salesforce Partner  
for the Communications Industry

Trusted By:



# Enable a fast way to do business with you



Working with wholesale carriers across the globe we see that manual processes are slowing down the sales. Automation is the key to selling more & faster. We know that wholesalers can sell just as fast as Amazon!

## Wholesale Telco

On average sales complete

**7 days**



**amazon**

50%  
sales complete

**15 mins**



powered by



## How to get started with Enxoo API Hub?

To simplify your API journey and hit the ground running, we developed a range of packaging options:

### Essentials

Implement basic functionality to get started with MEF LSO Sonata APIs

- 4 essential endpoints: Address, POQ, Quote, Order
- 1 product payload: Access E-Line or Internet Access
- 2 back-end integrations included

### Standard

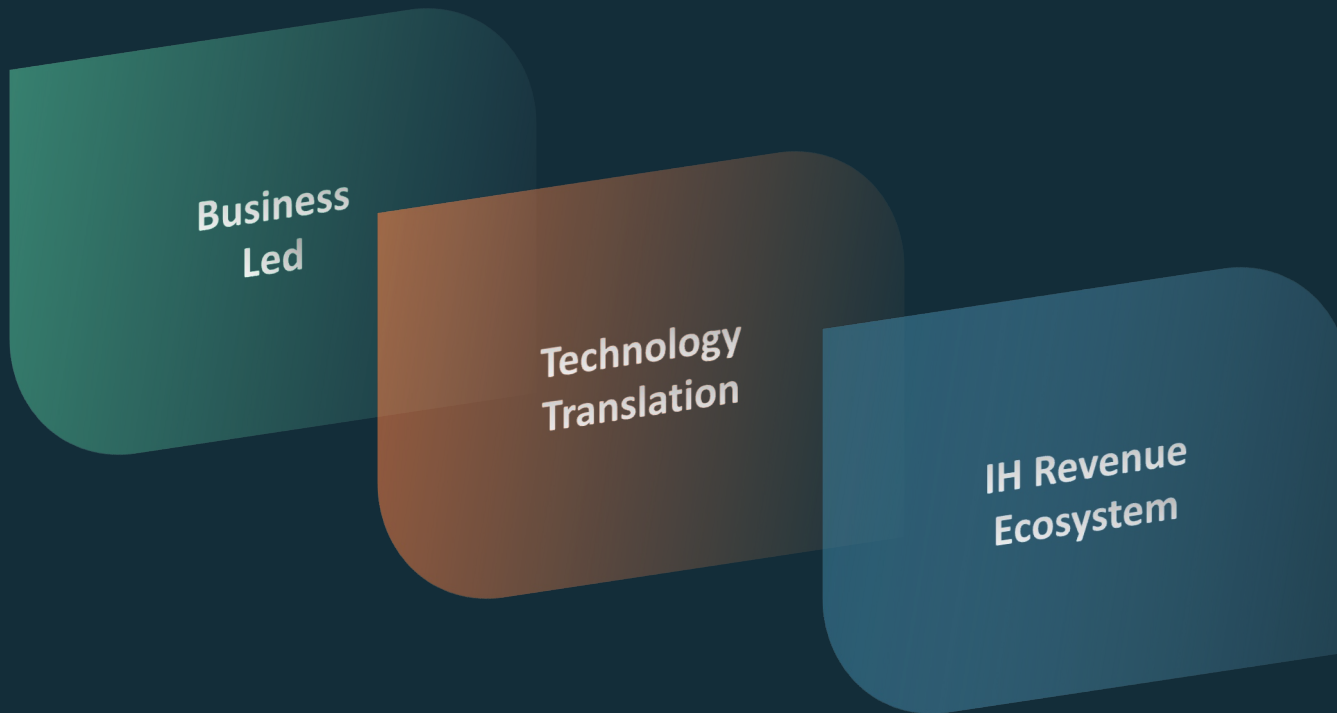
Deliver all critical MEF LSO Sonata APIs for zero-touch pre-quote, quote and ordering processes

- 6 endpoints: Essentials + Site, Inventory
- 2 product payloads: Access E-Line and Internet Access
- 4 back-end integrations included
- Inter-op testing coordination with 1 partner

### Bespoke

Tailor-made setup to fit your own MEF LSO Sonata APIs Implementation roadmap

# IdeaHelix MEF-based Revenue Ecosystem



## Business Led

- > Sales Strategy & Process definition
- > Product Lifecycle Management
- > Visibility & Transparency
- > Innovation Strategy

## Technology Translation

- > Industry standards alignment
- > Scalable and maintainable
- > Channel Strategy
- > Frictionless Operability

## IH Revenue Ecosystem

- > Holistic approach
- > Flexible pricing & engagement models
- > 100% additive to Salesforce & MEF
- > AI-powered platform