

































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# Telecom eCommerce Platforms – Feature Matrix

**Legend:** -  Full support -  Partial support -  Not supported

Feature Category	Maplewave eCommerce	Competitor A	Competitor B	Competitor C
<b>Digital Storefront</b>				
<b>Device &amp; SIM Integration</b>				
<b>Plan Management (multi-line, add-ons)</b>				
<b>Checkout &amp; Payment Options</b>				
<b>Order Fulfillment Integration</b>				
<b>Customer Engagement &amp; Personalization</b>				
<b>Analytics &amp; Reporting</b>				
<b>CRM &amp; Billing Integration</b>				

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## Key Observations from the Matrix

- **Maplewave eCommerce** supports full telecom-specific workflows across inventory, device/SIM activation, plan management, and multi-channel fulfillment.
  - **Competitor A** is limited, mainly providing basic storefront capabilities and lacking telecom operational integration.
  - **Competitor B** offers partial features but may require manual workflows for activation and fulfillment.
  - **Competitor C** has strong storefront and customer engagement features but limited support for telecom-specific integrations.
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