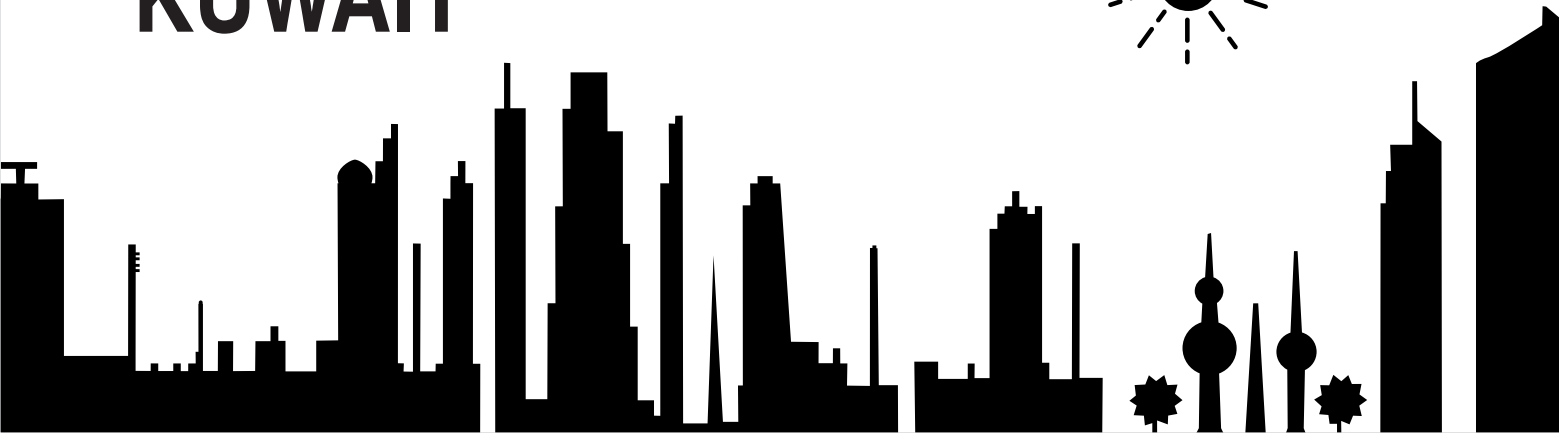
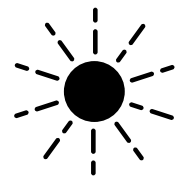


# COMVIVA DIGITAL BUSINESS AGGREGATION SOLUTION FOR END-TO-END DIGITAL SERVICE LIFE CYCLE AT KUWAIT



## Leading Operator

Transformation and enriching  
lives with telecom services

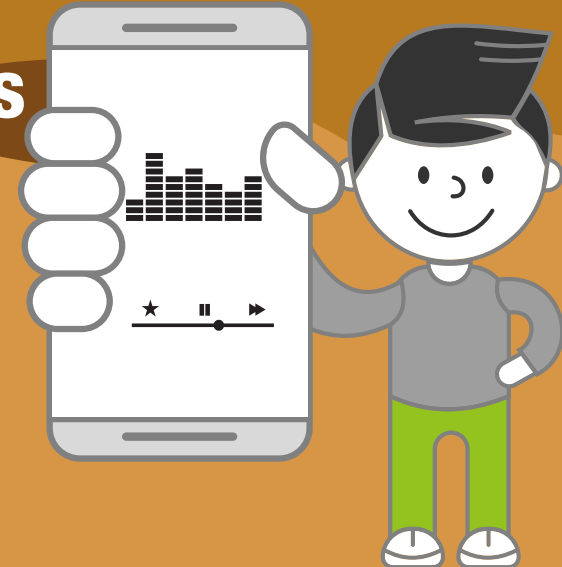


**CUSTOMER**

## **A Leading Operator**

**represents the aspirations of its customers  
and the core belief that telecom services  
can transform and enrich many lives**

**Aiming to be the focal point of all  
customer digital needs, a leading  
operator launched new and exciting  
services such as CRBT, caller  
tunes, video, and music for  
both Kuwaitis and the region's  
South Asian diaspora**



# SHIFTING DIGITAL LANDSCAPE

**Burgeoning broadband service, both fixed and mobile, created tremendous revenue and customer experience opportunity for operators in the region**



## NEED #1

# COMPELLING, PROFITABLE SERVICES

timely, relevant, informative,  
engaging and easy to find, retrieve,  
and consume according to the  
consumer's convenience and  
preferred channels.



## NEED #2

# FLEXIBILITY TO DESIGN, INITIATE, DEPLOY NEW SERVICES

in view of changing customer  
preferences without worry  
about high failure rates

## NEED #3

# A NEW CONTENT FRAMEWORK

that would provide the  
flexibility to operate in a  
multi-device, multi-channel  
environment, powered by  
unified customer  
and business view





## NEED #4

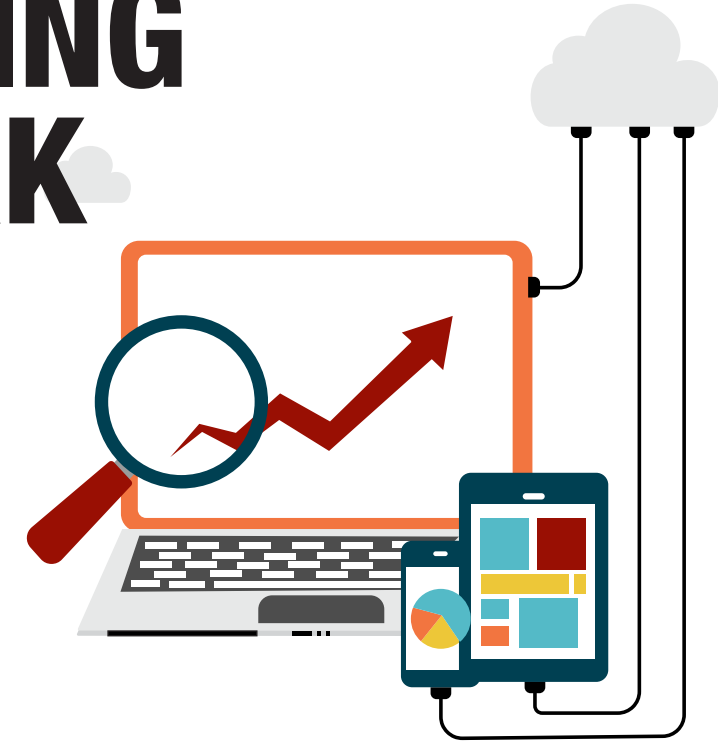
# KEEPING COSTS LOW

in provisioning new services  
as any escalation on the OPEX  
and CAPEX would significantly  
impact revenues

## NEED #5

# AN OPERATING FRAMEWORK

that would provide the  
intelligence to understand  
customer's desire and  
fashion services accordingly



# A Leading Operator's **PROJECT CHALLENGES**

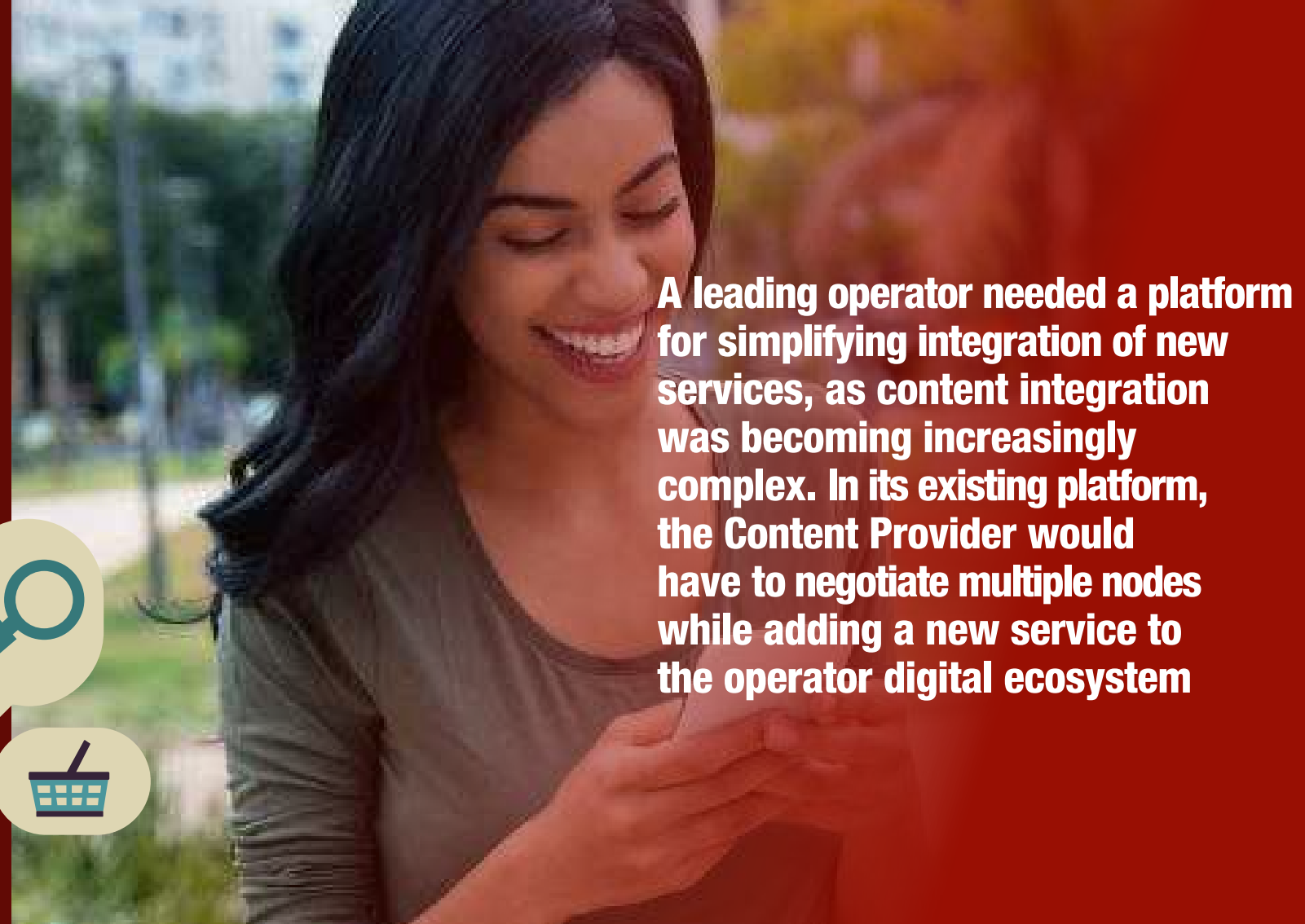


**TECHNICAL  
CHALLENGE #1**

# **PLATFORM FOR SIMPLIFYING INTEGRATION OF NEW SERVICES**



**A leading operator needed a platform for simplifying integration of new services, as content integration was becoming increasingly complex. In its existing platform, the Content Provider would have to negotiate multiple nodes while adding a new service to the operator digital ecosystem**



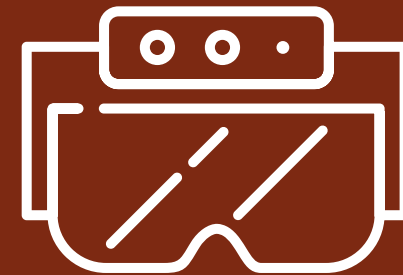


**TECHNICAL  
CHALLENGE #2**

**WITH 5G FIRMLY  
ON ITS RADAR,  
A LEADING OPERATOR  
WANTED A FUTURE  
READY PLATFORM**



With growing importance of high-speed, low latency services a future-ready platform was critical. The new platform would provide enhanced capabilities for delivering AR, VR, Live streaming, gaming services.



## TECHNICAL CHALLENGE #3

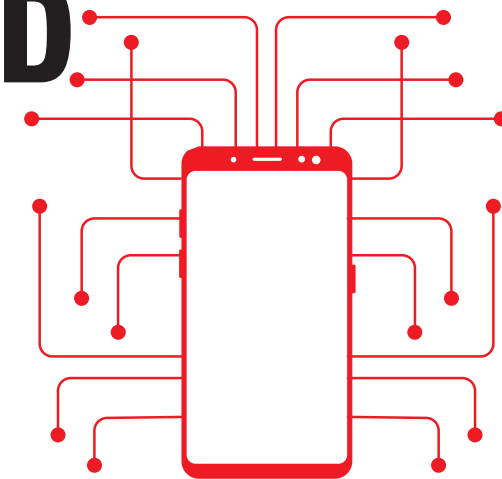
# AN ENHANCED DATA ANALYTICS BACKBONE

for providing highly personalized customer offerings.  
It wanted to leverage the new advances in machine  
learning for flagging inappropriate content and  
curtailing fraud on its network.

## TECHNICAL CHALLENGE #4

# SHIFT FROM A SILOED ENVIRONMENT TO A DISTRIBUTED ENVIRONMENT.

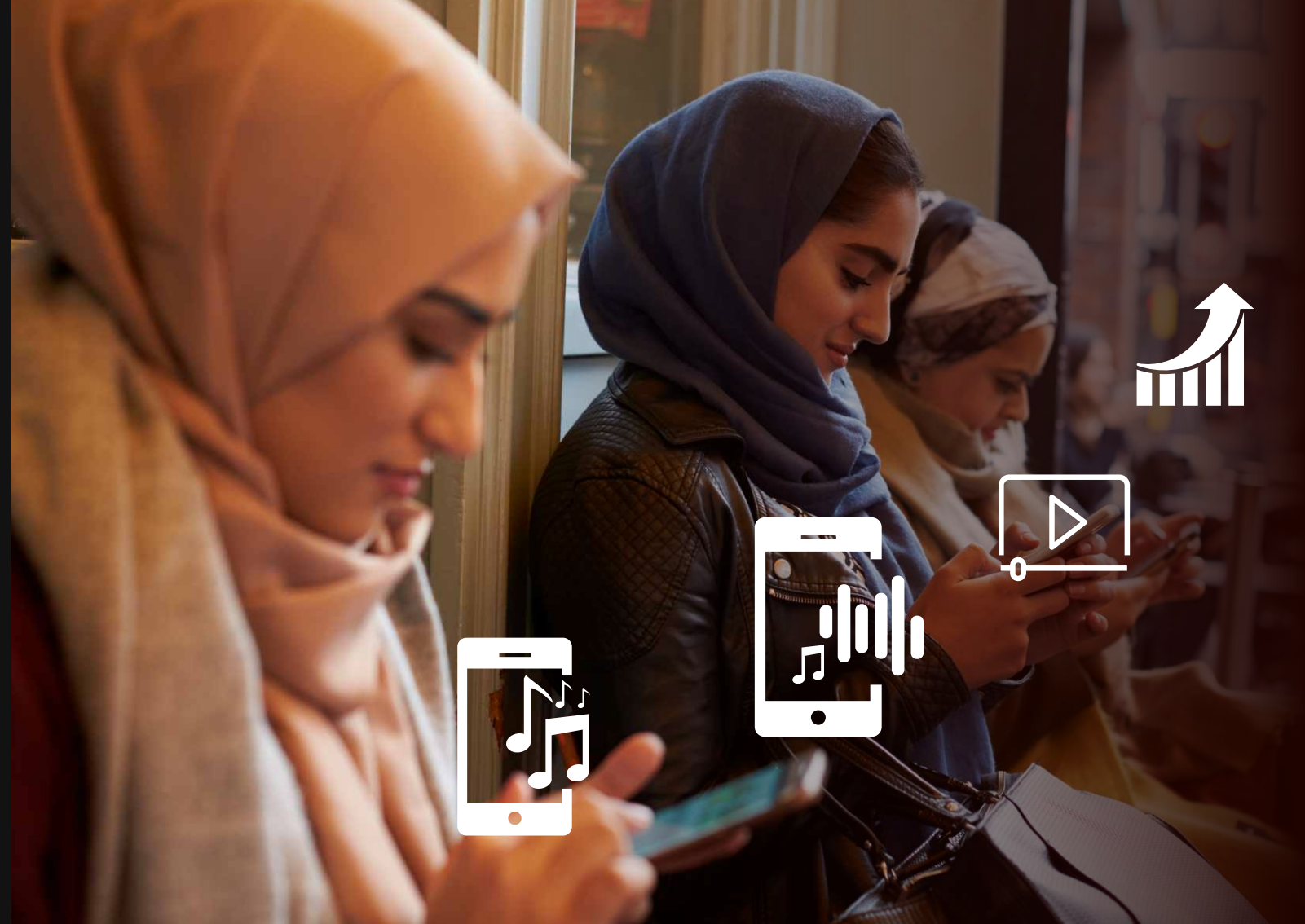
to reduce the leading operator's hardware  
footprint in its content ecosystem



**BUSINESS  
CHALLENGE #1**

# **THE POWER TO LAUNCH NEW SERVICES QUICKLY**

**In a rapidly changing digital landscape, the time to market (TTM) new services have become a critical component to an operator's business. A leading operator needed a platform that would empower it to launch new services quickly.**



## **BUSINESS CHALLENGE #2**

# **CREATE NEW EXPERIENCES AT MINIMUM COST**

**In a rapidly changing digital landscape, the time to market (TTM) new services have become a critical component to an operator's business. A leading operator needed a platform that would empower it to launch new services quickly.**



**Telecom operators today have to increase their focus on creating new experiences for customers while minimizing costs. With its siloed content ecosystem, the operator lacked a unified business view, which impaired its ability to assess the performance of services individually.**



**BUSINESS**  
**CHALLENGE #4**

# INTEGRATION OF DIGITAL SERVICES ACROSS CHANNELS

With the growth of various access channels like SMS, IVR, in-app push notification, social Media, the operator had the opportunity to integrate its digital services across channels allowing the consumer to initiate the services on one channel and finish consumption on the other





# COMVIVA SOLUTION

to manage a leading  
operator's end-to-end  
digital business

As part of the multi-layer deal, Comviva provided its technology along with its expertise in Business Operations (BO) and Content, which would help the leading operator in maintaining its laser like focus on creating winning digital experiences, while at the same time optimizing its existing systems and processes for cost minimization and revenue gains





**We are happy to be partnering with Comviva as our VAS and mobile content master aggregator and primary partner. We look forward to benefiting from their expertise to help us boost our content-related revenue while maintaining utmost customer experience and cost optimization**

**— Mijbil Alayoub**, Director Corporate Communication, Leading Operator



COMVIVA  
SOLUTION

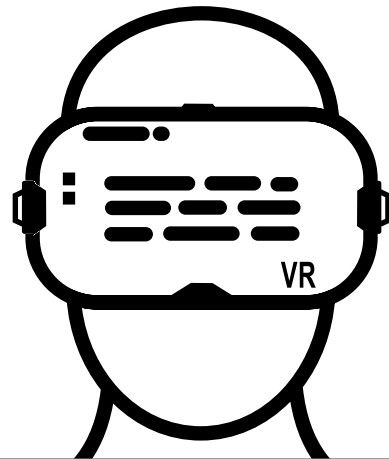
# SINGLE INTERFACE FOR CPS

**Comviva Digital Service Delivery Platform DSDP provided the mediating layer between a leading operator and content providers of CRBT, Video, Games, music, live streaming and so on.**



Unlike earlier, when the CP would be dealing with IN, billing, CRM integration separately for every new service, DSDP provides a single integration layer making it easier for the CP to integrate its service in a leading operator's growing digital ecosystem.

With the aim of broad basing the ecosystem of digital services, DSDP provided CPs with capability to create an end to end service, catering to CPs with a rich content catalogue but lacking the means to monetize their content. It provides support to new and exciting content mediums like AR/VR, live streaming, e-sports, catering to the new digital customer in the region.



Data and analytics driven technologies would allow the operator to automate certain transactions with a higher degree of certainty, enhancing the overall robustness of the system. Analytics based profiling of the customer allows the operator to personalize their offer and communications according to the customer's taste and preference.

COMVIVA  
**SOLUTION**

# SINGLE CONTENT REPOSITORY FOR UNIFIED CUSTOMER AND BUSINESS VIEW



DSDP removes content silos, which is the key to providing unified customer and business view. With a single repository for digital services, the customer's digital journey will be uniform on various channels like IVR, SMS, app and so on. Similarly, DSDP single business view, will allow the operator to take faster and more informed decisions on matters affecting their business.



COMVIVA  
SOLUTION

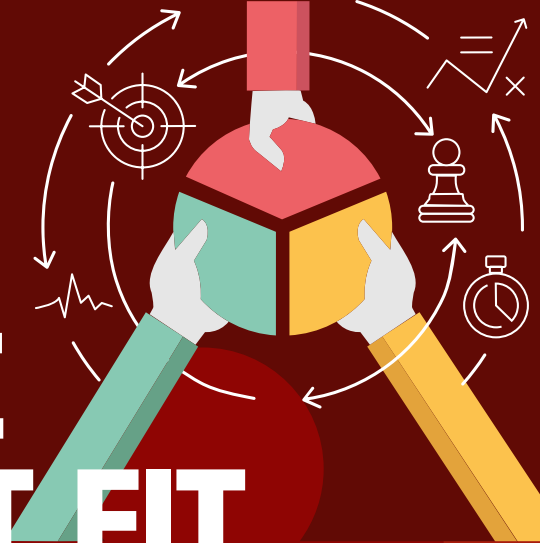
# BUSINESS OPERATIONS



As the digital service ecosystem grows, the operator will have to deal with increasing business complexity on a day-to-day basis. Therefore, Comviva provided its expertise in managing the operator's digital business with active partner management, handling trouble calls, managing exceptions, which ensures the smooth running of the operations.

COMVIVA  
SOLUTION

# PROVIDING THE RIGHT CONTENT FIT



Knowing the importance of content for driving continuous customer engagement, Comviva helps in identifying the right current for the right audience. In this regard, it draws on its vast experience in the digital industry to find the right content fit for the operator's customer base.

# RESULTS

## FASTER TIME TO MARKET NEW SERVICES

DSDP provides a single mediating layer between the CP and the operator's infrastructure, making it easier for the CPs to integrate their services into the operator ecosystem.

## MORE SERVICE INTEGRATIONS

DSDP provides a single mediating layer between the CP and the operator's infrastructure, making it easier for the CPs to integrate their services into the operator ecosystem.

## REVENUE GROWTH

Comviva was able to triple operator revenues from digital services, since its association with the operator in 2014.

## REDUCTION IN CHURN ON DIGITAL VAS AND CONTENT SERVICES

A leading operator was able to create multiple digital services on its platform catering to every interest of subscribers including the South Asian diaspora. By leveraging content as a strategy for customer engagement, the operator was able to reduce churn, while increasing revenue per customer.

## OMNI-CHANNEL EXPERIENCE

With multi-channel integration, the customer was able to enjoy an omni-channel experience irrespective of their chosen channels.

## UNIFIED BUSINESS VIEW

On the business side, a common repository of digital service, gives a comprehensive service view, which allows the operator to make informed decisions quickly, on parameters like the service uptake, viability etc.

## REDUCTION IN THE NUMBER OF TROUBLED TICKETS

The troubled tickets raised by the customer of a service were handled by Comviva, which provided a cost and time saving for the operator, allowing them to focus on their core objectives.