



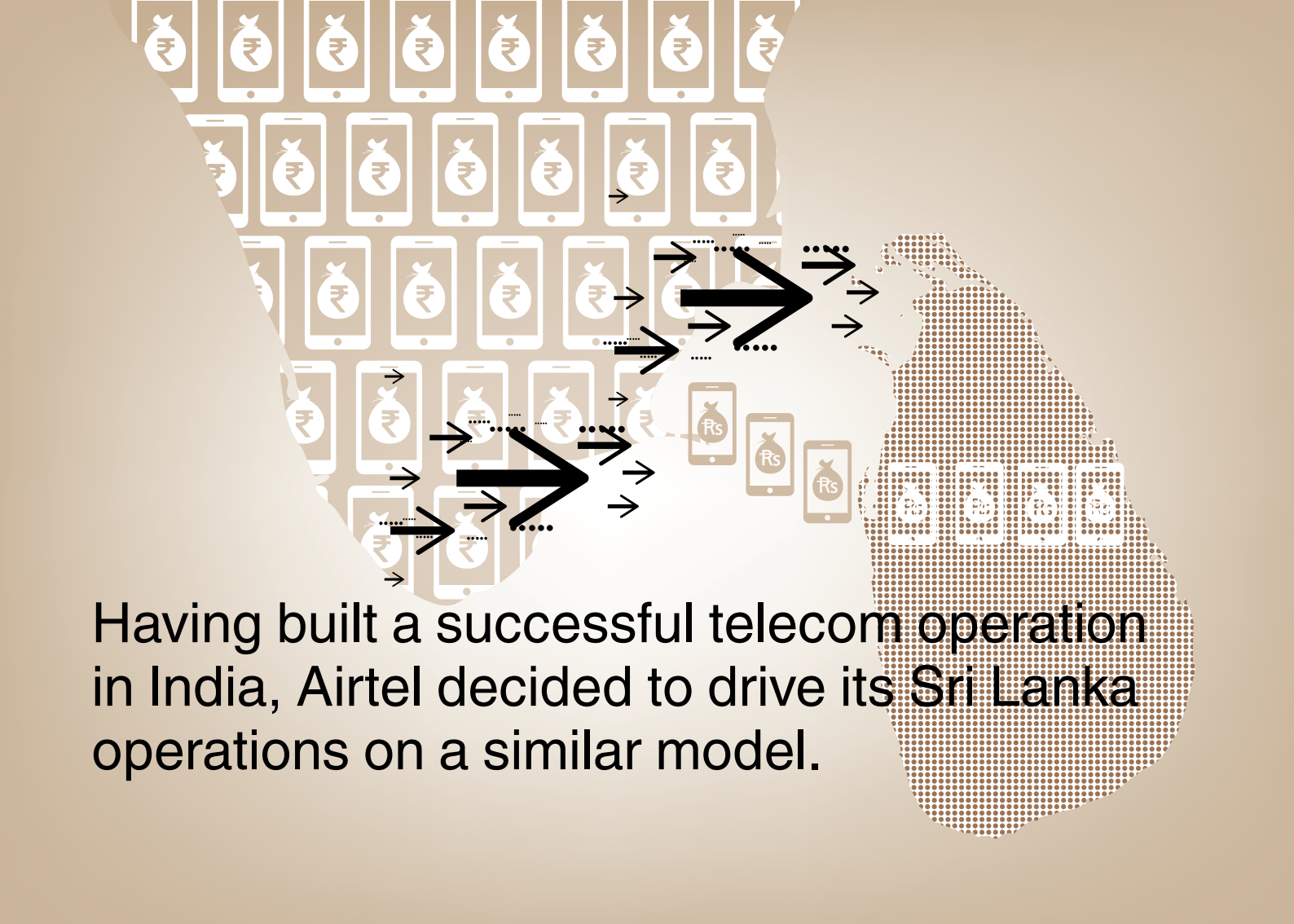
AIRTEL SRI LANKA DIGITAL TRANSFORMATION



COMVIVA'S DIGITAL OSS/BSS SUITE
OFFERING ALLOWS AIRTEL SRI LANKA TO
TRANSFORM INTO **A LEANER, MORE
AGILE ORGANIZATION WITH A ROBUST
DIGITAL ROADMAP**

Airtel made its debut in Sri Lanka **10** years ago.





Having built a successful telecom operation in India, Airtel decided to drive its Sri Lanka operations on a similar model.

THE CHALLENGES

Airtel required to establish cost-effective and agile operations in Sri Lanka. The challenges entailed in this process included:





HIGH CAPEX

LACK OF AUTOMATION

COSTLY CUSTOMIZATIONS

LOW CSAT

HIGH OPEX

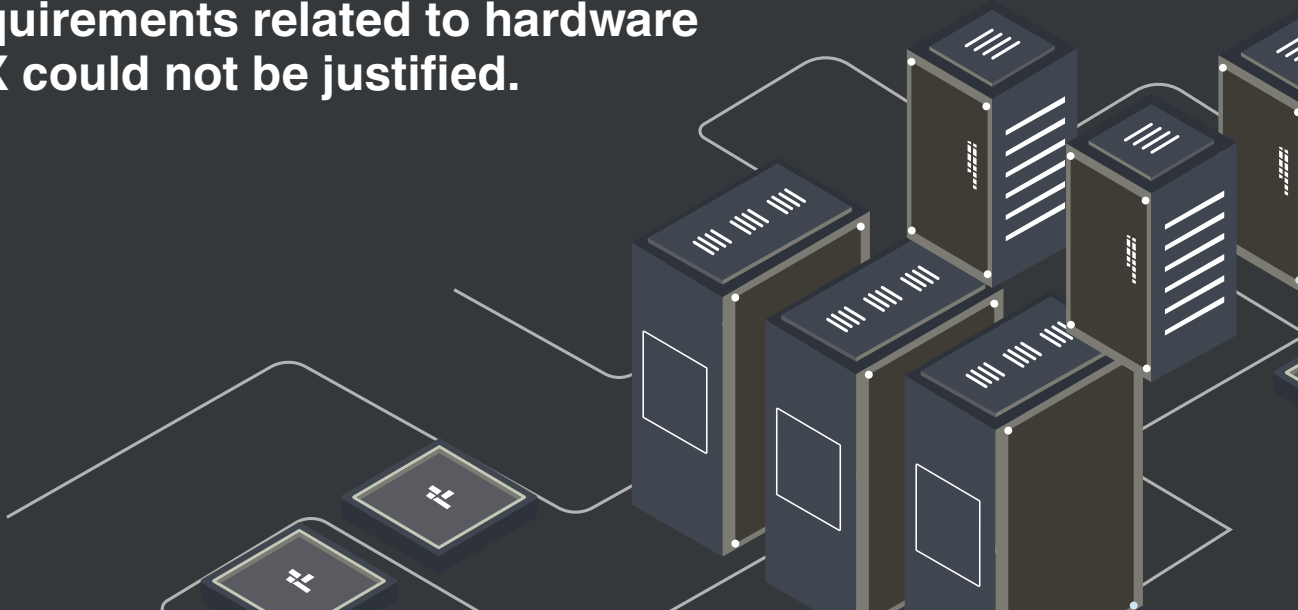
LACK OF
BARGAINING
POWER WITH
IT VENDORS

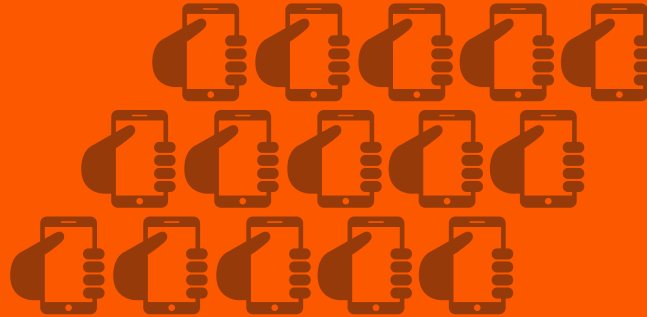
SUN-SETTING
OF POST-PAID
PLATFORM

CHALLENGE #1

HIGH CAPEX

Airtel Sri Lanka maintained separate stacks for 5 million pre-paid and 120K post-paid customers. The company's set-up in Sri Lanka was smaller, compared to its Indian operations. Therefore, the requirements related to hardware CAPEX could not be justified.





CHALLENGE #2

HIGH OPEX

The existing platform had over 60 applications running simultaneously. A few of these applications were built for a much bigger customer base, which did not justify the high cost in software renewal fees.

CHALLENGE #3

COSTLY CUSTOMIZATIONS

Since the systems were large, complex and bulky, Airtel Sri Lanka's operation team need out-of-system customizations to ensure agility and responsiveness.



CHALLENGE #4

LACK OF BARGAINING POWER WITH VENDORS

In Sri Lanka, Airtel paid global prices, which were not sustainable for its smaller operations.





CHALLENGE #5

LACK OF AUTOMATION

Although Airtel had launched the My Airtel application in Sri Lanka, it was very rudimentary. Due to the lack of automation in the system, the orders had to be manually entered in the customer relationship management (CRM) system.

CHALLENGE #6

LOW CSAT

The operator ranked low on the customer satisfaction index, due to the absence of digital services, as well as addressing the customer's requirements proactively.



CHALLENGE #7

SUN-SETTING OF THE POST-PAID PLATFORM

With the end of life of its post-paid platform on March 2019, Airtel Sri Lanka had to arrive at a decision quickly whether to renew the contract or find a cheaper replacement to the post-paid stack.





THE SOLUTION

With the sun-setting of its post-paid platform and costly renewals for hardware and software contracts looming on the horizon, Airtel needed a creative solution to upgrade its BSS stack and create digital capabilities within the abbreviated time scheduled.

Airtel chose Comviva as its transformation partner for our **platform abilities to support pre-paid as well as post-paid platform through the Digital OSS/BSS suite.**

The transformation initiative was carried over six months, with prepaid migration completed by November 2018 followed by Post-paid migration by March 2019.





**Rationalizing
CAPEX and
OPEX**

**Unified
customer
view for cross-
sell/upsell
opportunities**

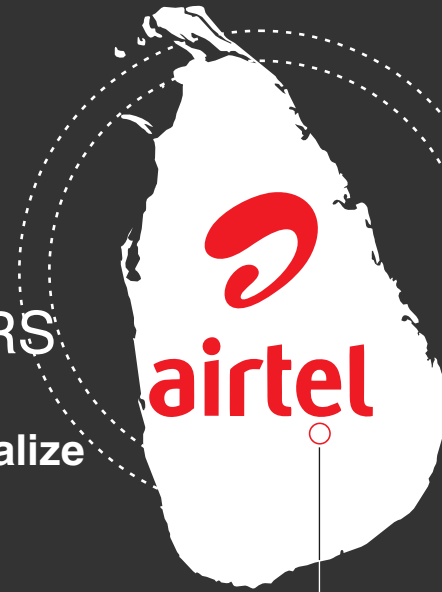
**Digital OSS/
BSS suite for
prepaid and
post-paid
customers**

**Simplifying
third party
integrations**

SOLUTION — FEATURE #1

DIGITAL OSS/BSS SUITE FOR PREPAID AND POST-PAID CUSTOMERS

Considering the small subscriber base, Airtel Sri Lanka felt that there was a need to rationalize its CAPEX investments in prepaid and postpaid platforms. With Comviva's Digital OSS/BSS suite powering prepaid, there was an opportunity to rationalize CAPEX by extending Comviva's CRM capabilities for post-paid customers.

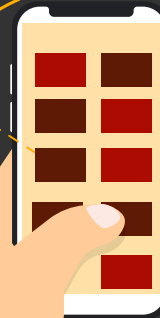


SUBSCRIBER BASE

PREPAID
★★★★☆



POSTPAID
★★★★★





SOLUTION — FEATURE #2

UNIFIED CUSTOMER VIEW FOR CROSS-SELL/UPSELL OPPORTUNITIES

By merging prepaid and postpaid customers through Digital OSS/BSS suite, Airtel Sri Lanka wanted to explore new cross-sell, upsell opportunities.

SOLUTION — FEATURE #3

RATIONALIZING CAPEX AND OPEX

Taking the small subscriber base into consideration, Airtel Sri Lanka wanted to explore new avenues for reducing hardware and software associated costs and licensing fees.





SOLUTION — FEATURE #4

SIMPLIFYING THIRD PARTY INTEGRATIONS



With an eye on building a digital ecosystem, Airtel Sri Lanka wanted an architecture allowing third parties to switch easily to the new platform, without development effort.

RESULTS



With Comviva platform
integrated CRM, billing, rating,
charging platform, Airtel Sri Lanka
was able to **sunset**
35 applications
working outside the system.



IT OPEX
reduced by **80 %**
due to savings in
software licensing fees.



Converged prepaid and
post-paid stack on allowed
Airtel Sri Lanka was able to reduce
hardware cost by **70%**



Prepaid and Post-paid
successfully migrated
to unified stack in
just six months.





LAYING A DIGITAL ROADMAP

Although Airtel Sri Lanka had launched My Airtel app, the offering was very rudimentary. With Comviva's offering providing a suite of pre-integrated solutions running in the background like the ones below, Airtel Sri Lanka had a robust base for driving digital services at scalable levels.



Similarly, with an view to increasing revenues from interconnect, the offering facilitated OSS/BSS chaining, using Nokia mediation.



Comviva is the global leader of mobility solutions catering to The Business of Tomorrows. The company is a subsidiary of Tech Mahindra and a part of the \$21 billion Mahindra Group. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services and managed VAS services. It enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

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