

Indonesia's Leading Telecom Provider **integrated its sales and distribution (S&D) network and inventory management** to improve market responsiveness.



We simplified large monolithic software applications and network functions into smaller, reusable components accessible through Open APIs.

Project Manager

**CLIENT**

Major mobile network operator in Indonesia

Began commercial operations of services in Indonesia in 2005

Covers 90% of the population

Serves 54.9 million subscribers.

Provides digital mobile services, including voice, SMS and value-added services to mobile data, and enterprise solutions

**BUSINESS NEEDS**

- **To automate and modernize** S&D networks by integrating real time Stock Management, S&D Management, Retailer Management and Performance Management modules.
- **To help capture and track all physical and virtual inventory** with accuracy and ease, while managing multiple partner hierarchies.
- **To drive digital enablement across crucial business functions** and upgrade existing architectural complexity owing to multi-vendor portfolio.

**CHALLENGES**

- 2 separate architectures – For Channel Sales Management and for Production and Provisioning Management, leading to **inefficiencies, poor distribution channels** and **lost opportunities**.
- The client was looking to drive digital enablement across crucial business functions and upgrade its existing architectural complexity owing to multi-vendor portfolio.
- It had two separate incumbents for Production and Provisioning management, which translated into complexities like **data duplication, consolidation** and **integration with the third-party applications**.
- Digitalization was increasingly becoming a challenge as integrating next-generation solutions with legacy systems was time-consuming and expensive.





There was a need to deploy robust, consolidated architecture that was highly scalable and flexible, helping the operator achieve its strategic business objectives.

**SOLUTION**

**AUTOMATED AND MODERNIZED S&D NETWORKS TO INTEGRATE WITH INVENTORY MANAGEMENT SYSTEM FOR IMPROVED CUSTOMER EXPERIENCE AND MARKET RESPONSIVENESS**

Partnered with Comviva Technologies to **migrate incumbent dealer modules and partner management processes to an agile and responsive cloud based BlueMarble Retail (S&D) network**. Modules deployed include – Production and Provisioning, Inventory Management and Partner Management.

**IMPACT**

 <b>~1 Bn</b> Inventory Units successfully remote-migrated	 <b>190K→500K</b> ramped-up system capacity - increase in number of system users.	 <b>30%</b> increase in operational excellence from E2E supply chain business process re-engineering	 <b>50%</b> increase in efficiency of Fleet on Street (FOS)
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Comviva implemented **cloud based BlueMarble Retail (S&D) network**. Modules deployed included - Production and Provisioning, Inventory Management and Partner Management.

Challenges due to legacy S&D networks:

Comviva's holistic, future-ready S&D network delivered the following features:

← O P E R A T O R S →

Multiple serials, bulk sale of inventory, lack of real-time stock view, lack of sync in sales strategy was diminishing sales opportunities



Enabled Channel heat maps to provide geographical distribution of high selling and low selling outlets to help support decisions on whether to enroll more retailers to increase the penetration, single system to handle multiple distribution hierarchies, real-time visibility of stock levels to prevent fraud and better control of inventory, ability to run multiple commission schemes with complex KPIs through the system and provide near real time view of sales and achievement for partners to help plan ahead.

← D I S T R I B U T O R S →

Lack of real-time stock view makes it hard for distributors to maintain stock levels across retail outlets reducing their selling capabilities.



Auto-route planning feature for FOS helps manage huge retailer base effectively, forecasting for distributors helps plan purchases and expenditure, clarity in operating boundaries helps prevent territory infringement, and support through reverse logistics ensures safe return of faulty items.

← R E T A I L E R S →

Cumbersome document logistics for verification and digital document creation lengthens the activation process. This reduces selling capacity.



Provision of right product mix to let retailer know selling capacity, enabling spot KYC feature to help in faster activation, ability to support selling process in offline mode to maintain field inventory data accuracy.

**There were challenges to multi-vendor applications:**

Amdocs for Channel Sales Management and SAP for Production and Provisioning Management led to complexities like data duplication, consolidation and integration with third party applications

**Sales complexity:** Complexity of sales increases when spread across remote areas with multiple sales hierarchies, distributors, partners, and resellers. Lack of visibility and fast changing market dynamics lead to loss of opportunities

The technologists and telecommunications domain experts at Comviva also chained S&D network components to dynamically support digital services. We simplified large monolithic software applications and network functions into smaller, reusable components accessible through Open APIs. Ultimately, we delivered an extensible solution that other smaller-scale operating companies can leverage. The Open IT ecosystem also allowed third parties to switch easily to the new platform without significant development effort.

Comviva is changing the world through digital experiences. Our innovative portfolio of digital solutions and platforms bring greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform and bring efficiency. From maximizing customer lifetime value to enabling large scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow. Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries and have delivered benefits of digital and mobility to billions of people around the world.

For more information, please visit [www.comviva.com](http://www.comviva.com)