BlueMarble
BSS

BlueMarble BSS

A comprehensive, cloud-native, 5G Ready modular BSS, built to **simplify growth**

Business enabled by BlueMarble

Rapid and flexible implementation	Rapid time to market	Enhanced customer experience	New business opportunities	Optimised operational costs

We Believe

→ **Incremental and continuous innovation** is the way rather than **big bang**

→ No two digital journeys are the same and the path that a CSP may choose is **unique** to their digital aspirations

→ Need for a **future-ready product, built to stand the test of time** is a need of the hour.

The BlueMarble Promise

→ **Accelerate Monetization**, by enabling new revenue streams beyond connectivity through Zero touch partnering approach.

→ **Simplify Scalability**, with unprecedented innovation agility through open-based systems

→ Level up **customer experience** via intelligent, data driven customer experience and engagement platform

What does BlueMarble offer the business

4X Faster Time to Market	**3X** Faster Bundled Offerings Creation	**-40%** Reduce AHT in Assisted Channels	**-50%** Reduce Order Fall-out	**-45%** Reduced Inventory Leakage	**1 Bn** Inventory SKUs managed in a single deployment
Your new business outcomes delivered fast	Business empowered to implement new products	All channels synchronized, minimal touchpoints	Be there where your customers are	"Business operation enabled". Outcome based pricing – "your gain is ours"	Enables scalability

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Why Us

Most comprehensive Portfolio	Business Outcome Driven	Simplification At Scale	Flexibility In Engagement	Based on MAC5 *

M Microservices   **A** API First   **C** Cloud native   **5** 5G ready
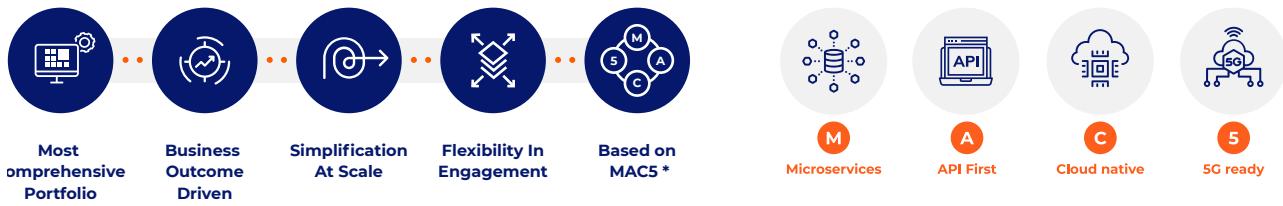
Single Platform - Multiple Needs

CLIENT APPLICATIONS

CONSUMER					ENTERPRISE		SAAS	PARTNER
Web	App	Kiosk	Call Center	Retail/PoS	CPQ	Self-Care Portal	Portal	Portal

PLATFORM

API Management	Identity Management & Access Control

BLUEMARBLE

Customer Information	Product Catalog	Commerce CPQ	Partner Management	Order Management
Care / Tickets	Appointments	Logistics / Inventory	Revenue Management	Contract Management

PLATFORM

Integration

Solutions We Offer

Commerce for Consumers & Enterprise

Enabling s**eamless omni-channel, multi-play commerce** of physical & digital products.

Marketplace

A digital ecosystem enabling a broad range of partners collaborate with telecommunication service providers, to sell innovative products/services.

CRM

Driving **Intelligent data driven engagement** with a 360-degree customer view across the customer lifecycle.

Compact BSS

A comprehensive prepackaged BSS solution to help CSPs transition from a fragmented, complex business IT infrastructure to a simplified and agile operation.

Distributed BSS

Meant for MNOs providing complex 5G / virtual network and infrastructure components & Services.

Subscription Manager

A centralized platform to manage and monetize telco bound as well as partner products for B2C as well as B2B customers.

Digital Distribution Management

A unified platform to automate and optimize retail operations across online, direct, and indirect sales channels.

5G Slice2Price

Enabling dedicated virtual networks for enterprises supporting specific industrial applications with a guaranteed QoS and required security requirements.

Convergent Billing & Revenue Mgt

BlueMarble's component-based architecture powers a **unique, converged billing and revenue management solution**.

About Comviva

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 **100** countries and have delivered benefits of digital and mobility to billions of people around the world.

For more information, visit us at **www.comviva.com**