comviva
A TECH MAHINDRA COMPANY

Open APIs helped a leading CSP cut OpEx by 80%!

How Sri Lanka's leading telecom provider transformed operations and Business Support Systems (OSS/BSS) in less than six months

CLIENT

Started its commercial operations of services in Sri Lanka in 2009 and was the fastest operator to reach 1 million customers

120,000 postpaid and 5 million prepaid subscribers

Sri Lankan arm of one of the largest global telecommunications companies with operations in 18 countries across Asia and Africa.

Comviva implemented BlueMarble convergent BSS solution for both prepaid and postpaid operations, to simplify business management and enhance decision support via converged reporting and analysis.

CLIENT NEED

To partner with Comviva Technologies to implement BlueMarble business support system (BSS), bolstering the prepaid and postpaid business. The engagement was to focus on simplifying existing business systems and processes to enhance new capabilities and harness growth opportunities while rationalizing CAPEX and OPEX.

CHALLENGES

The management, employees, and subscribers of the mobile operator faced many challenges due to the legacy BSS stack and technical debt:

→ **Management:** High IT operational risk and customer dissatisfaction
→ **Service Managers:** Manual process for assigning tickets, no visibility into online agents or shift handover, cumbersome reporting processes, and manual KPI calculations
→ **Order Entry Personnel:** Effort-intensive, error-prone, manual processes, no in-flight charge, and longer turnaround time
→ **Product Owners:** Slow GTM due to product configurability challenges
→ **Billing and Collection Teams:** Avoidable errors in invoicing, delays in generating invoices, sub optimal dunning management, and issues with monitoring exposure
→ **IT Operators:** Managing end-of-life hardware and out-of-support software, leading to stability and performance issues
→ **Regulatory Specialists:** Complex audit process due to difficulty in retrieving order and customer documentation leading to delayed, inconsistent audit reports
→ **Subscribers:** No self-service options, limited visibility into services and usage, and high turnaround time for requests

OUR APPROACH

Built a leaner, more agile organization and accelerated its digital roadmap, driving overall business growth and boosting subscriber retention. Made the telco 4G ready
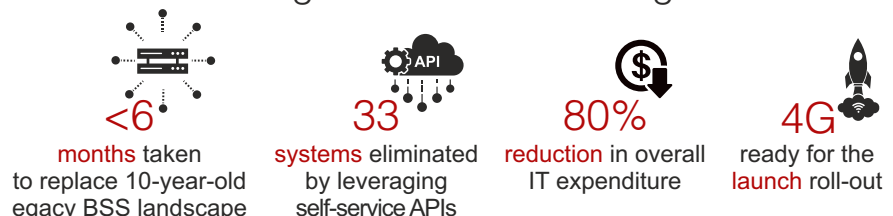
THE RESULTS

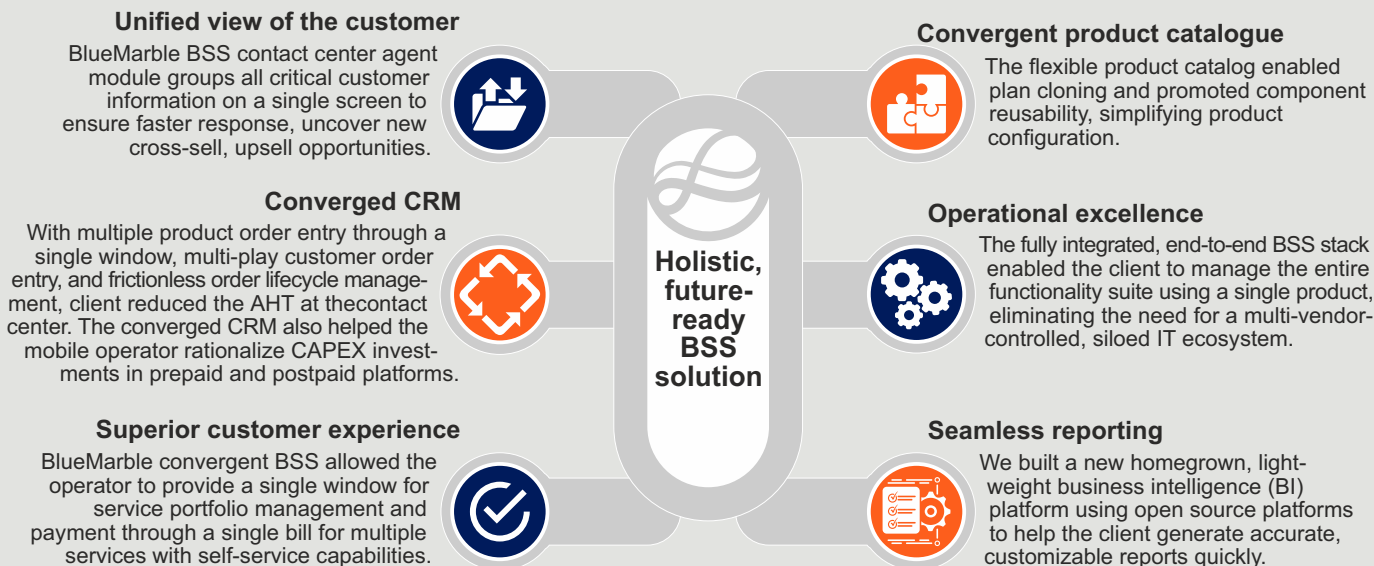| 80% | lowering of IT operating expenditure | 70% | reduction in hardware footprint | 35 | disparate applications sunset |

SOLUTION

The client was looking to **drive digital enablement** across crucial business functions and **upgrade its legacy BSS stack**, creating superior customer value and **achieving a sustainable competitive edge**.

Deploying a 360-degree BSS solution to drive new and innovative digital services and delight customers

| <6	33	80%	4G
months taken to replace 10-year-old legacy BSS landscape	systems eliminated by leveraging self-service APIs	reduction in overall IT expenditure	ready for the launch roll-out

Comviva implemented **BlueMarble convergent BSS solution for both prepaid and postpaid operations**, to simplify business management and enhance decision support via converged reporting and analysis. It enables operators to rollout multiple products with ease, reducing operational overheads and accelerating time to market.

SALIENT FEATURES OF THE SOLUTION:

Unified view of the customer

BlueMarble BSS contact center agent module groups all critical customer information on a single screen to ensure faster response, uncover new cross-sell, upsell opportunities.

Convergent product catalogue

The flexible product catalog enabled plan cloning and promoted component reusability, simplifying product configuration.

Converged CRM

With multiple product order entry through a single window, multi-play customer order entry, and frictionless order lifecycle management, client reduced the AHT at thecontact center. The converged CRM also helped the mobile operator rationalize CAPEX investments in prepaid and postpaid platforms.

Operational excellence

The fully integrated, end-to-end BSS stack enabled the client to manage the entire functionality suite using a single product, eliminating the need for a multi-vendor-controlled, siloed IT ecosystem.

Holistic, future-ready BSS solution

Superior customer experience

BlueMarble convergent BSS allowed the operator to provide a single window for service portfolio management and payment through a single bill for multiple services with self-service capabilities.

Seamless reporting

We built a new homegrown, lightweight business intelligence (BI) platform using open source platforms to help the client generate accurate, customizable reports quickly.

The technologists and telecommunications domain experts at Comviva also chained OSS and BSS components for dynamically supporting 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 within the global conglomerate. The Open IT ecosystem also allowed third parties to switch easily to the new platform without significant development effort.

Navigated a complex IT landscape to boost business Agility and deliver superior customer experience

77 physical servers	60+ applications	End-of-life hardware	Limited disaster recovery capabilities
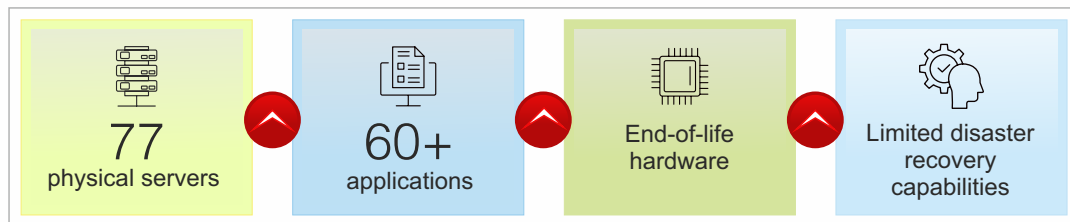
CONCLUSION

With its promise of technology innovation and service excellence, the telecom company has experienced rapid adoption rates among the Sri Lanka youth. The client was looking to drive digital enablement across crucial business functions and upgrade its legacy BSS stack, creating superior customer value and achieving a sustainable competitive edge. The existing BSS landscape consisted of multiple siloed IT systems for prepaid and postpaid operations, interconnect, exposure, dunning, e-Personal Communications Network (e-PCN), and Home Location Register (HLR), affecting operational efficiency and business responsiveness. The mobile operator also lacked a unified view of the customer due to disparate systems for prepaid and postpaid services. Running multiple, highly customized systems also cut into the operator's profits, limiting resources available for innovation and CX enhancements.