bluemarble
digital bss

BlueMarble – The Digital 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

Your new business outcomes delivered fast

3X
Faster Bundled Offerings Creation

Business empowered to implement new products

-40%
Reduce AHT in Assisted Channels

All channels synchronized, minimal touchpoints

-50%
Reduce Order Fall-out

Be there where your customers are

-45%
Reduced Inventory Leakage

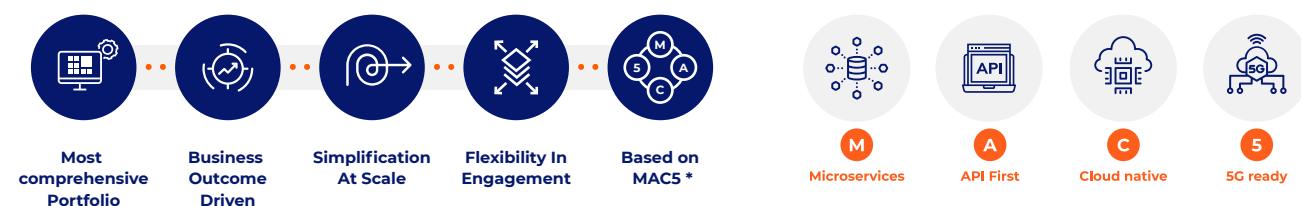"Business operation enabled". Outcome based pricing – "your gain is ours"

1 Bn
Inventory SKUs managed in a single deployment
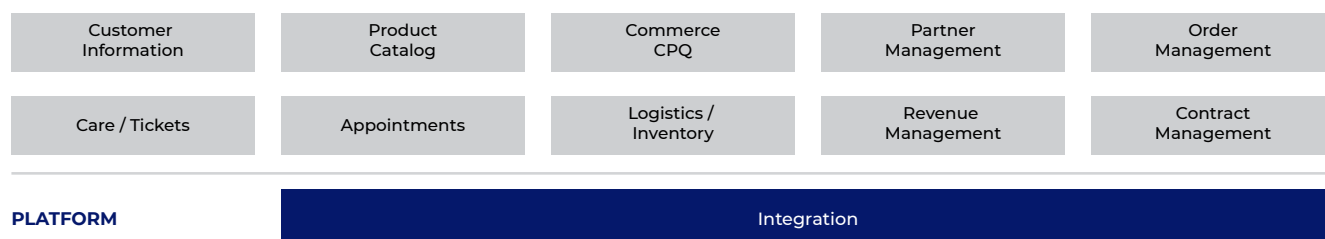
Enables scalability

comviva

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 brings greater choice, faster time to market, and flexibility to meet our customers' evolving needs better as they drive growth, transform, and bring efficiency. From maximizing customer lifetime value to enabling large-scale digital transformation, we partner globally with communications and financial industry organizations 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. They have delivered the benefits of digital and mobility to billions of people around the world.

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

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