

CLIENT REFERENCE GUIDE

BlueMarble Success Stories

A woman with dark hair, wearing a blue jacket, is looking down at her smartphone. The background is dark with bokeh light effects.

bluemarble Success Stories Index

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Success Story #1

Multi-play Commerce

Customer

One of the largest European multi-play service providers, offering Mobile, Fixed access and Cable access, and TV services. Currently serving around 50 Mn customers.



Europe



~ 50 Mn

Mobile,
Fixed,
Cable, TV

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Challenges & Needs

- Business portfolio created by acquisitions of Fixed line service provider and Cable operator
- Acquisition led to siloed operation with different & separated solutions
- Multiple stacks for different Lines-of-Business (Fixed, Mobile and Cable) without any synergies
- Varied customer experience and business processes
- Inconsistent branding & products across all services
- Inability to create bundled and packaged products across all services
- Long time to market for new products and services



Benefits

- One **consistent Sales process** for all channels
- Ability to **sell bundles** and **cross-stack** discounts
- Above **50% savings** in Average Handling Time



Solution

- Omni-channel, multi-play solution on top of existing legacy infrastructures, creating a single sales environment
- Federated commercial product catalog with automated integration into business back-end
- Bundling of new propositions across stacks using commercial catalog and unified Telesales / Retail front-end

Success Story #2

Product Catalog

Customer

A Tier-1 telecommunication operator in the United States that provides Fixed communications and Data services to Residential, Business, Governmental, and Wholesale customers.


USA

Fixed and
Data

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Challenges & Needs

- Providing services and product offering depending on geographic availability and with specific pricing
- Several old, overloaded legacy systems, which did not allow product differentiation and quick adaptations to the product portfolio
- Inconsistent product information and branding across regions
- Long time to market: It took months to make moderate changes
- Slow time to load new product offerings



Benefits

- **Consolidated** Product information and API standardization
- **30% improvement** in development productivity and optimized infrastructure utilization
- **Easy scalability**
- **Reduction** in Time to market from months to weeks



Solution

- **BlueMarble Catalog** implementation for end-to-end management of product and offer information
- Federating underlying technical product catalog. Creation of region and location-based offers
- 100% open-source technology stack
- Cloud and DevOps enablement
- Uniform product and API management

Success Story #3

5G Slicing Monetization

Customer

One of the largest quad-play service providers in Germany, offering Mobile, Fixed, Cable and TV services to over 46 million subscribers.



Germany



46 Mn +

Mobile,
Fixed,
Cable, TV

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Challenges & Needs

- Monetize the capabilities of 5G, especially network slicing
- Demonstration for an end-to-end solution to realize 5G slicing
- End-to-end solution to offer 5G slices to consumer and enterprise customer
- Minimizing operational and administrative costs, a fully automated, zero-touch provisioning system from lead to cash



Benefits

- **Single solution** to support consumer and enterprise customers
- **Flexible** selling and management of network slices
- **Integration** with standards-based network virtualization environment



Solution

- **BlueMarble Catalog** and **BlueMarble Order Management** implementation
- Integrating with ONAP managed virtual network environment for the 5G slices
- Complete end-to-end solution for monetizing of 5G slices
- BlueMarble components are part of TechMahindra's Network Slicing monetization solution: "Slice to Price"

Success Story #4

Commerce

Customer

Mobile and Cable service provider in the Netherlands, with offerings in Mobile, Cable access and TV services.


Netherlands

Mobile,
Cable and
TV

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Challenges & Needs

- Create a consistent customer experience across all touch points
- Fast creation of new products, services and promotions
- Lack of flexible back-end systems
- Long time to launch new products due to legacy infrastructure
- Consistency of sales workflows across different channels
- Reduce lost revenue opportunities and increase sales conversion rates



Benefits

- Solution deployed in **6 months** all 250 stores
- Reduced handling time in stores by **40%**
- Reduced training time from 4 days to **4 hours**
- New mobile product proposition in **less than 4 hours**



Solution

- Direct and deep integration with the order and logistics back-end systems with **BlueMarble Commerce**
- Omni-channel solution
- Consolidated UI and workflows across all channels
- Federated commercial product catalog with integration into business back end
- Extension towards multi play

Success Story #5

Automation

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Challenges & Needs

- Building business agility across customer facing operations.
- Drive customer responsiveness by building capabilities to serve customer requests on the go
- Enable scalability, and simplicity to perform operations faster and efficiently



Solution

- Replaced legacy third party systems with BlueMarble Unified CRM and Campaign management solution
- Converged CRM for pre-paid and post-paid
- Enabled real-time reporting
- Enabled operator with the functionality and integration needed to meet the demands of the changing market and the evolving customer needs



Customer

An African operator that aims to transform into a truly customer-centric organization



Africa

Mobile



Benefits

- Single **360-view** of the customer lead to reduced AHT
- Realized Operational efficiency by sun setting **35 separate systems**
- Reduced IT Opex by **80%**
- Faster time to market; **4-5** hours to launch digital service, across all channels
- Enable real time reporting as compared to **24-72 hours previously**

Success Story #6

Driving Business Efficiency

Customer

Subsidiary of one of the largest telephone operators and mobile network providers in the world, providing fixed and mobile telephony, broadband and subscription television.



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Challenges & Needs

- Drive operational efficiencies & unlock new business opportunities
- Siloed sales and distribution system, leading to inefficiencies
- Lack of real time view of the business, lead to delayed decisions
- Inability to respond quickly to changing market demands



Benefits

- Improved retail reach by **83%** in the 1st year of operation
- Significantly reduced sales and distribution inefficiencies through a **Unified sales system**
- Gave a competitive edge by empowering field force with **real time market intelligence**



Solution

- **BlueMarble Retail** with various web-based modules for inventory management, partner management & customer service
- Streamlined and automated workflows
- Equipped Field force with mobile apps to help them with real time sales view
- Enabled heat maps and real time sales view the response to market requirements quickly, while on the move

Success Story #7

Digital BSS

Customer

Srilanka based subsidiary of one of the world's largest mobile operators, who started commercial operations in 2009



Sri Lanka

Mobile

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Challenges & Needs

- Built a leaner, agile organization by breaking large monolithic software applications into smaller, reusable components
- Converged IT platform for Pre-paid and Post-paid to cut down costs, drive efficiency and responsiveness
- Unified platform for generating a 360-degree customer view
- Chaining OSS and BSS components for supporting digital services dynamically



Solution

- Replaced 35 disparate systems with **Comviva's Digital BSS** suite
- Integrated multiple applications (from prepaid and postpaid) on a single platform
- Deployed uCRM , Customer Care, Provisioning & Order Mgt., Billing & Revenue Mgt. , Roaming Billing Settlement, Interconnect Billing & Reporting, Mediation, Inventory Mgt. and Analytics



Benefits

- IT Opex reduced by **80%**
- Operational efficiency achieved through sun setting **35 separate systems**
- Significantly reduced time to launch new digital service to **4-5 hours** , across all the channels
- **Reduced AHT** at contact center with **converged CRM** for prepaid and post paid.
- Enabled real time reporting as compared to the previous **24-72 hours**

Success Story #8

Convergent Billing

Customer

Part of one of the largest telecom companies in Africa, with operations in 14 African countries, primarily in East Africa, Central, and West Africa



Africa

Mobile

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Challenges & Needs

- Enable business agility & enhanced customer experience
- Converge IT platform for Pre-paid and Post-paid, driving efficiency and responsiveness
- Drive incremental revenues from new, innovative 4G data enabled services



Solution

- BlueMarble Convergent Billing and Unified CRM for mobility as well as fixed line services prepaid as well as postpaid
- Enabled a comprehensive 360-degree front end experience along with a Service oriented 3 tier architecture for better responsiveness and usability
- A single click view of trending calls and key customer information



Benefits

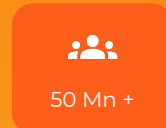
- Reduced customer query handling time with **Dynamic Flexi Fields**, Drag and drop workflows and Notification interface
- Faster rollouts of multiplay , customized services via pre-configured flexible catalogs across **Mobility, Fixed Line**, and **x-DSL networks**
- Incremental revenue streams via “**Cross product discounts**”
- Reduced **time-to-market**

Success Story #9

Convergent Billing

Customer

The second-largest mobile telecommunications company in Indonesia, headquartered at Jakarta, with a 50+ millions subscriber base



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Challenges & Needs

- Automate & modernize the sales and distribution networks right from production planning to capturing and tracking physical as well as virtual inventory
- Two separate incumbents for Production and Provisioning management, leading to complexities like data duplication, consolidation, and integration challenges with the third-party applications
- Managing multiple partner hierarchies and accommodating fast changing market dynamics



Benefits

- Successful Remote Migration of ~ **1 Bn Inventory Units** spread across entire dealer base with minimum business disruption
- Faster Time to Market with **Cloud Native Delivery**
- Currently system is handling over 190 K System Users across the country and is poised to handle **500k users**



Solution

- Replaced existing dealer modules & shift rigid partner management processes to agile and responsive cloud based **BlueMarble Retail Sales & Distribution (S&D)** network
- Modules deployed includes: Production and Provisioning, Inventory Management and Partner Management
- Revamped retail sales process, via streamlined and automated workflows & a single view across physical and virtual inventory

Success Story #10

Integrated Inventory Management

Customer

Mexican mobile telephone operator and a subsidiary of the largest and prestigious telecommunications company globally



Mexico

Mobile

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Challenges & Needs

- Lack of Integrated Inventory visibility, across the entire distribution channel & BTS towers
- Lack of real time tracking of retail store inventory, forward and reverse logistics
- No visibility about items purchased to install a tower vs installed by third party vendor
- Cumbersome task of tracking warranties and OEM's spare parts for BTS tower
- Lack of tighter process control and compliances



Benefits

- Handled Around **300+** Bulk Orders per day for Network Partners & ~ **6600** Orders per month for Retail Partners with **90%** bulk Orders within aging of **3 days**
- **45%** Audit Mismatch captured at network site to keep optimum inventory view and prevent leakage
- Prevented On transit Loss/ Misreporting of Expensive handset offers
- Implemented **PoD** to prevent delivery side mismatch issues



Solution

- **BlueMarble Retail** Inventory Management Solution to enable real-time tracking of retail store inventory across various stages: On receipt, through the transaction, In transit, transfer, etc. to get an integrated view across all stores and BTS towers sites.

Success Story #11

Seamless foray into the pureplay OTT



Customer

One of India's leading content distribution platform providing Pay TV and OTT services.



India



~ 23 Mn

OTT
Cable TV

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Challenges & Needs

- The client sought to dominate the OTT market by launching unique, new offerings for end users.
- Strategy focused on consolidated OTT offerings for enhanced customer experience, especially since the OTT market saw dynamic growth across eight key players.
- Want to launch an app for all users across India on a Freemium model to consume OTT content provided by its partners.



Benefits

- Target an extensive customer base beyond its existing DTH subscribers.
- Inability to construct creative and lucrative subscription plans and offers for the customer
- Access to a cloud native future-ready platform and can leverage microservices architecture to be scalable and flexible while handling surges in traffic and customer base.



Solution

- Comviva deployed **BlueMarble BSS**, a single stack, unified end-to-end solution to launch the client's OTT platform in a rapid, flexible and scalable manner
- The proposed solution will be or 'was' integrated with nine OTT platforms to provide service requests to the respective systems for plan activation and deactivation based on subscriber preferences.
- The deployment was carried out by Comviva on the AWS cloud..
- Based on a modular architecture with minimal customization.

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, visit us at www.comviva.com

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