

# 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.

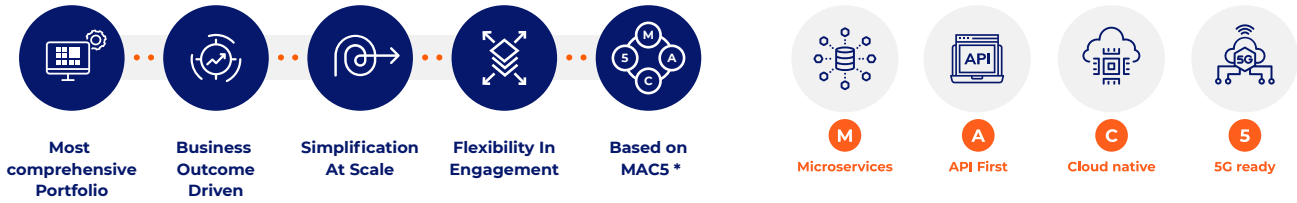
## The BlueMarble Promise

- **Accelerate Monetization**, by enabling new revenue streams beyond connectivity through Zero touch partnering approach.
- **Simplify Scalability**, with unprecedented innovation agility through open API-based systems
- Level up **customer experience** via intelligent, data driven customer experience and engagement platform

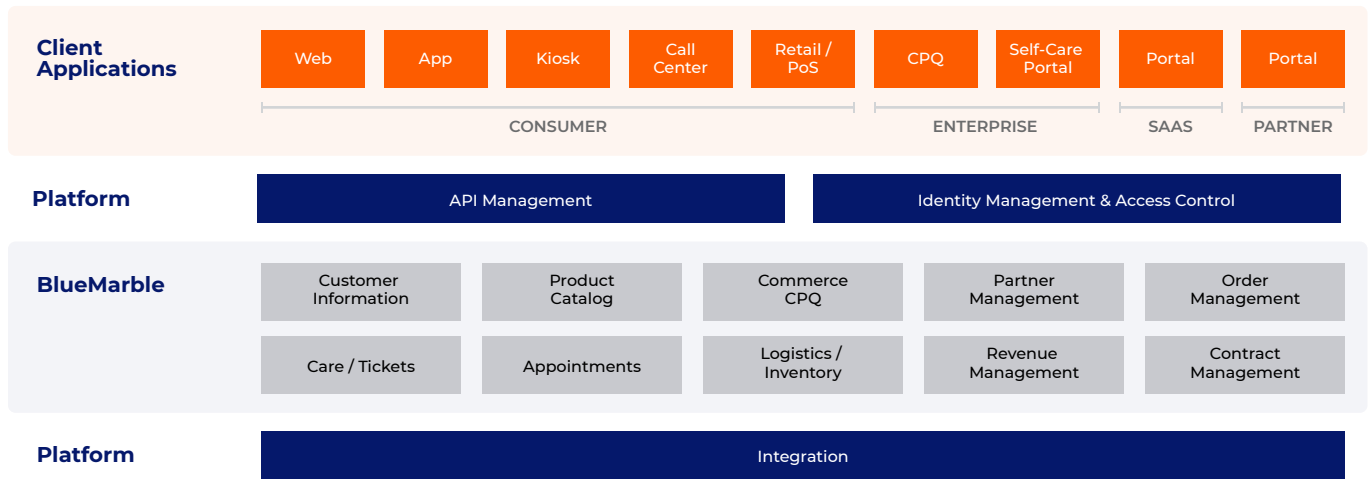
## What does BlueMarble offer the business

<b>4X</b>	<b>3X</b>	<b>-40%</b>	<b>-50%</b>	<b>-45%</b>	<b>1 Bn</b>
<b>Faster Time to Market</b>	<b>Faster Bundled Offerings Creation</b>	<b>Reduce AHT in Assisted Channels</b>	<b>Reduce Order Fall-out</b>	<b>Reduced Inventory Leakage</b>	<b>Inventory SKUs managed in a single deployment</b>
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

# Why Us



## Single Platform - Multiple Needs



## Solutions We Offer



### COMMERCE FOR CONSUMERS & ENTERPRISE

Enabling **seamless 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 Technologies Ltd.

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, the company partner globally with

communication service providers and financial 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. The company has delivered the benefits of digital and mobility to billions of people around the world.