



comviva

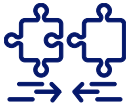
BlueMarble

Aug 2022

Introducing Comviva BlueMarble

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

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”



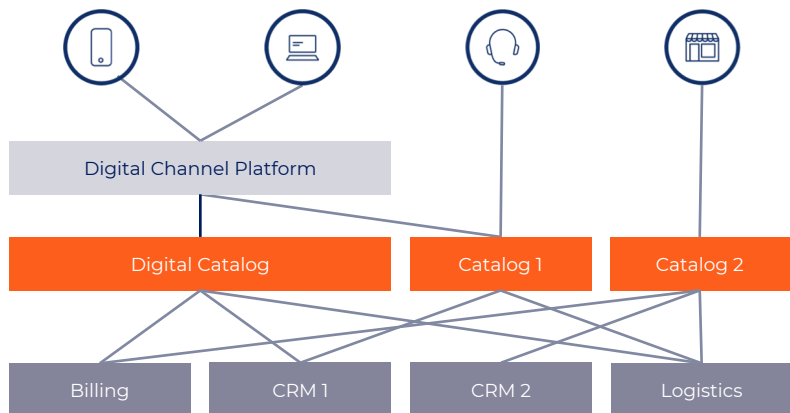
1 Bn

**Inventory SKUs
managed in a
single deployment**

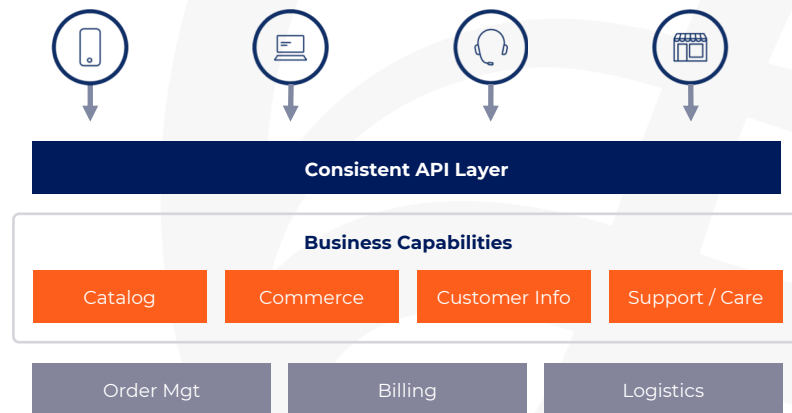
Enables
scalability

How do we do this fast?

Modern BSS, implemented alongside legacy in a modular fashion – prioritised by business imperative

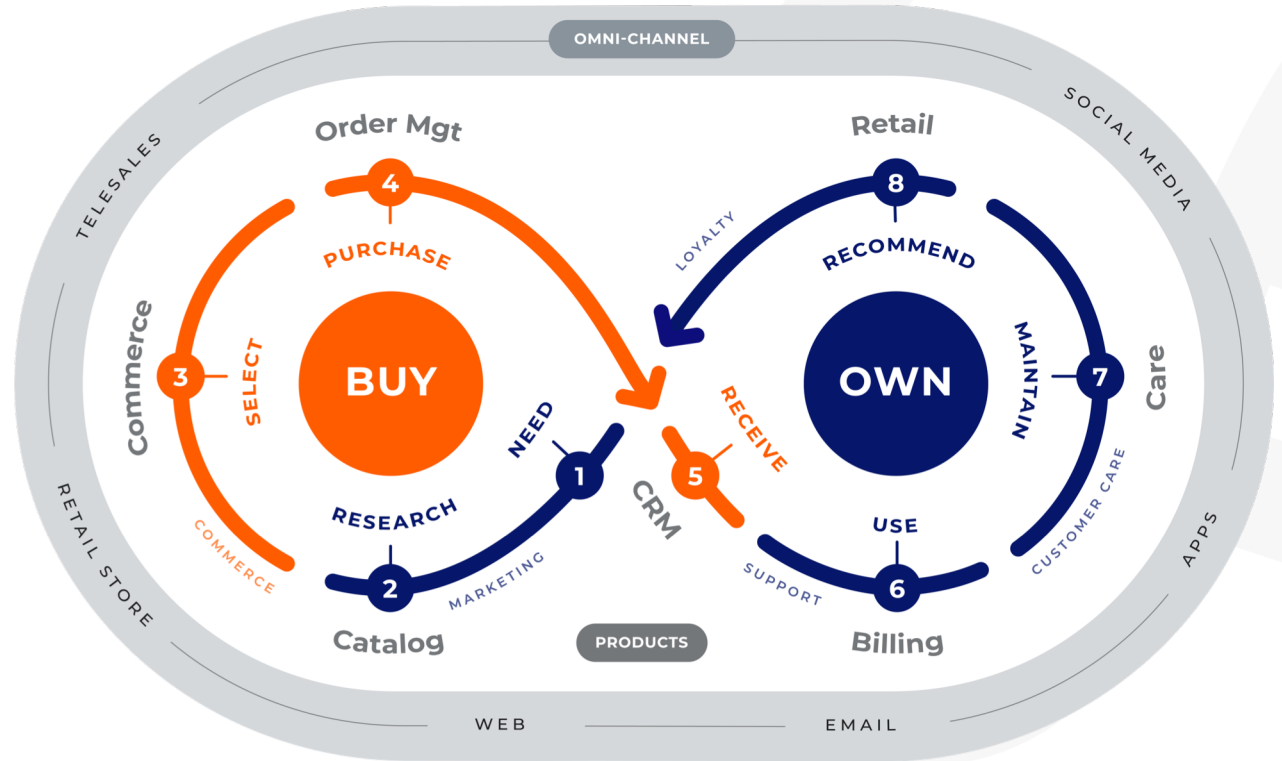


- ✗ **Distributed, non-synchronized, manual** catalogs
- ✗ **Several Billing & CRM systems**
(per market segment, line of business)
- ✗ **Non-integrated** logistics



- ✓ **Consistent, omnichannel** customer experience
- ✓ **Consolidated, federated** product catalog
- ✓ **Scalable, modular** business services
- ✓ **Single point** of customer information

BlueMarble – A Single Platform, supporting the complete customer lifecycle across all channels



Overview of BlueMarble



BlueMarble



Customer facing business applications for different channels / touchpoints. Application for assisted channels are provided, for unassisted, digital channels mainly integrate via APIs.

Business components, based on microservices architecture with clearly defined scope, own data management and APIs, based on TMForum OpenAPI specifications.

API gateway, Identity Management and Backend Integration reference solutions

Solutions We Offer



Commerce: Enabling Seamless Omnichannel Multiplay Commerce for consumers & Enterprise



Compact BSS: A comprehensive Prepackaged solution, enabling transition towards a simplified and agile infrastructure



Digital Distribution Management: To automate and optimize retail operations across online, direct, and indirect sales channels.



Subscription Manager: To manage and monetize B2C and B2B customers



Distributed BSS: To help MVNOs extend BSS as a service



5G Slice2Price: A future-ready solution that turns technical slice's configuration into marketable commercial products



Marketplace: A digital ecosystem, enabling collaboration with partners to launch innovative products & services



CRM: Driving Intelligent data driven engagement across the customer lifecycle.



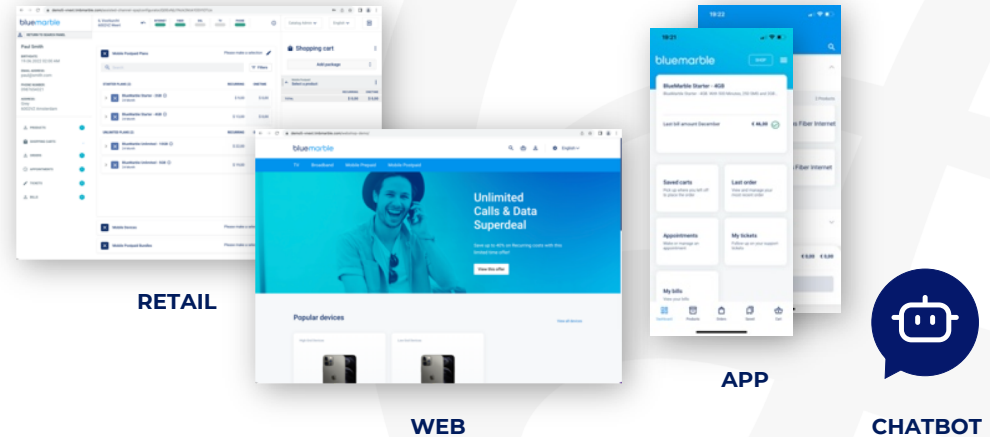
Convergent Billing & Revenue Mgmt: A single platform for all the billing requirements across a Telco's multiplay offerings.

Commerce for Consumers & Enterprises

Enabling **seamless omni-channel, multi-play commerce** of physical & digital products with a consistent customer experience.

Value Proposition

- Scalable and modular
- Cloud-Native
- Low code adaptation, configuration and integration
- High-performance commerce solution, with proven expertise to support large customer bases (~50 m subscribers)



BlueMarble Customer Experience

Shopping cart

Product Catalog

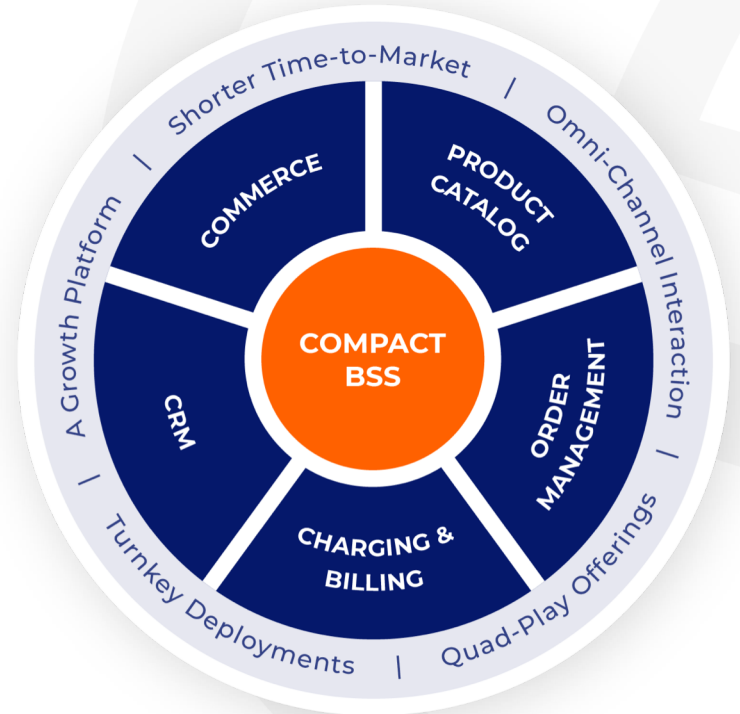
Rules

Compact BSS

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

Value Proposition

- Built for Telcos
- Reduced time to market to launch innovative products
- Scalable (designed to scale to 100 mn. Subs)
- Significantly enhances business performance through increased operational efficiency and agility



Digital Distribution Management

A unified platform to automate and optimize retail operations across online, direct, and indirect sales channels, enabling total control of CSPs over entire retail operation, Omni-channel inventory fulfillment, partner management and customer journey.

Value Proposition

- Single Platform for both Direct, Online and Indirect Channel Sales
- AI Model for Increasing Inventory Turnaround ratio and Margins for Partners
- Real time Fraud management, Real time alerts and Predictive Replenishment alerts
- 20+ years of rich industry experience with 7 out of top 10 largest telecom customers
- 1 Billion inventory SKUs managed at a single deployment



Subscription Manager

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

Value Proposition

- Centralized subscription manager for prepaid & postpaid customers
- Enables innovative B2B offerings to monetize your data assets, such as Sponsored data offers and free recharging at partner locations
- Integrated contextual selling experience over cloud gaming, HD Video Streaming Apps partners
- A single platform, supporting multiple vendor charging & provisioning interfaces
- Rapidly launch contextual real-time offerings based on event and location triggers



DATA TRANSFER

Subscriber can transfer data to any beneficiary, not limited to a predefined set of Friends and Family



SMART DATA USAGE

Any subscriber can be offered promotional data based on geographic location of the subscriber



EMERGENCY DATA

Subscriber can borrow data based on his profile, usage pattern, customer type, etc.



CONVERT DATA

Subscriber can convert SMS/Voice/other DA balance into data balance



DATA SHARE

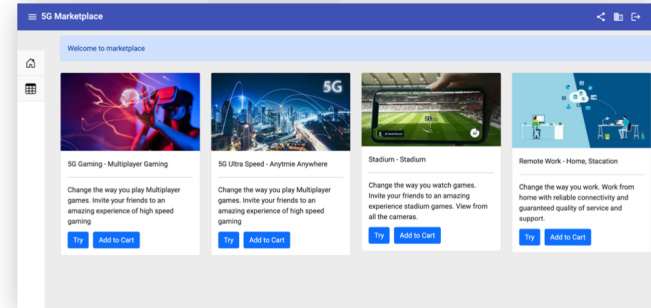
Sharing plans provide an attractive value add for customers. DPE facilitates the customers to share benefits amongst a group to maximize value

Marketplace

A digital ecosystem enabling a broad range of partners collaborating with telecommunication service providers, to **sell innovative products/services, across content, devices and digital services.**

Value Proposition

- Built for Telcos
- Covering complete partner management and business / revenue reconciliation
- Enabling product bundling across complete portfolio
- Simple partner onboarding
- Supporting complex partner hierarchies



MARKETPLACE

Business Capabilities

Commerce

Product Catalog

Order Mgt

Billing / Revenue Mgt

Partner Management

Sales
Partner

Distribution
Partner

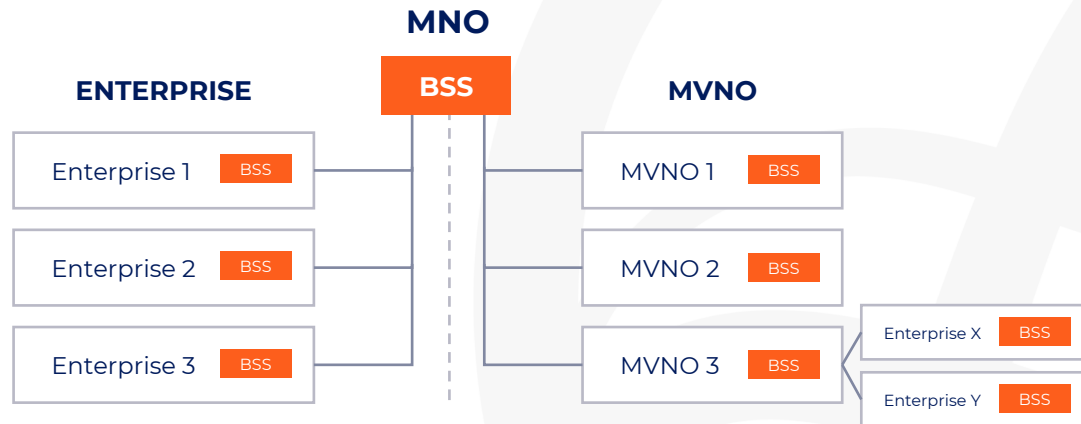
Content
Partner

Distributed BSS (Roadmap)

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

Value Proposition

- Built for Telcos
- Covering complete partner management and business / revenue reconciliation
- Enabling product bundling across complete portfolio
- Simple partner onboarding
- Supporting complex partner hierarchies



BSS-as-a-Service

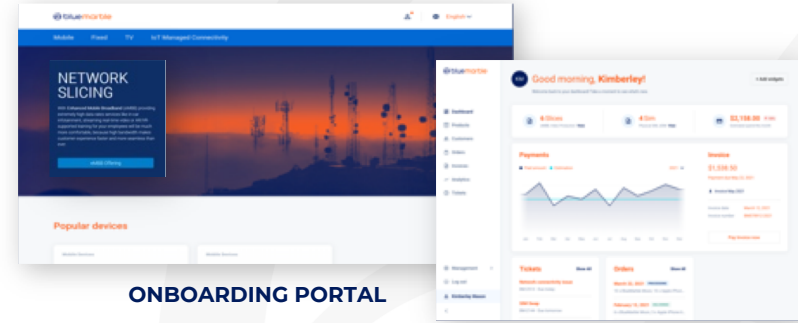
- Providing BSS capabilities as part of the solution
- Serving MVNO/MVNE and Enterprise customers

Distributed Deployment

- Deploy close to client infrastructure
- Offload current centralized MNO BSS system

5G Slice2Price

Enabling dedicated virtual networks for enterprises supporting specific industrial applications with a guaranteed QoS and required security requirements, thereby enabling Telcos to tap into future growth engines.

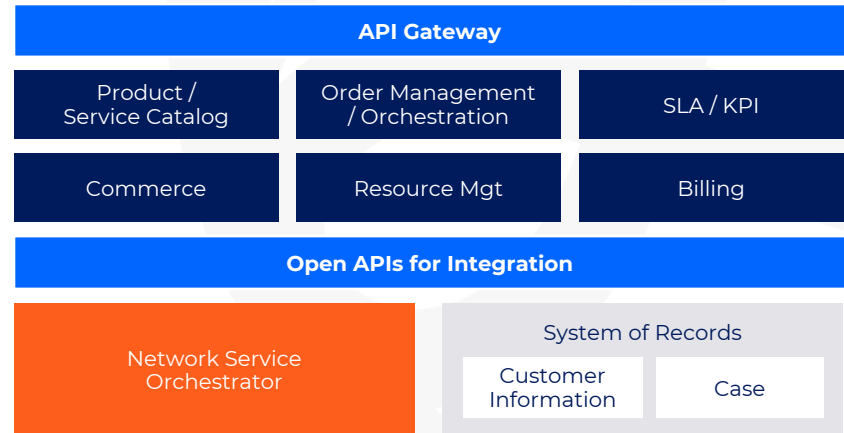


ONBOARDING PORTAL

SELF-CARE PORTAL

Value Proposition

- Solution for agile, flexible evaluation of 5G slice market propositions mainly for enterprise customers
- Fully configurable product definition and mapping to 5G slice configuration and adjacent products (e.g. SIM cards, devices)
- Zero-touch deployment of slice products
- Integrated Billing
- Customer self-care and ordering portal



CRM

Driving **Intelligent data driven engagement** with a 360-degree customer view across the customer lifecycle that helps match the next best experience to the targeted customer, empowering brands with an **intelligent personalised approach to customer relationship** management across the channels – retail, web, and mobile.

Value Proposition

- Touchless/Zero Touch self-care journeys.
- Easy and Extensively Configurable
- Leverage social media as a customer engagement channel
- Secure access and user rights management
- Converged CRM for prepaid and post-paid helped in reduction of AHT at contact center



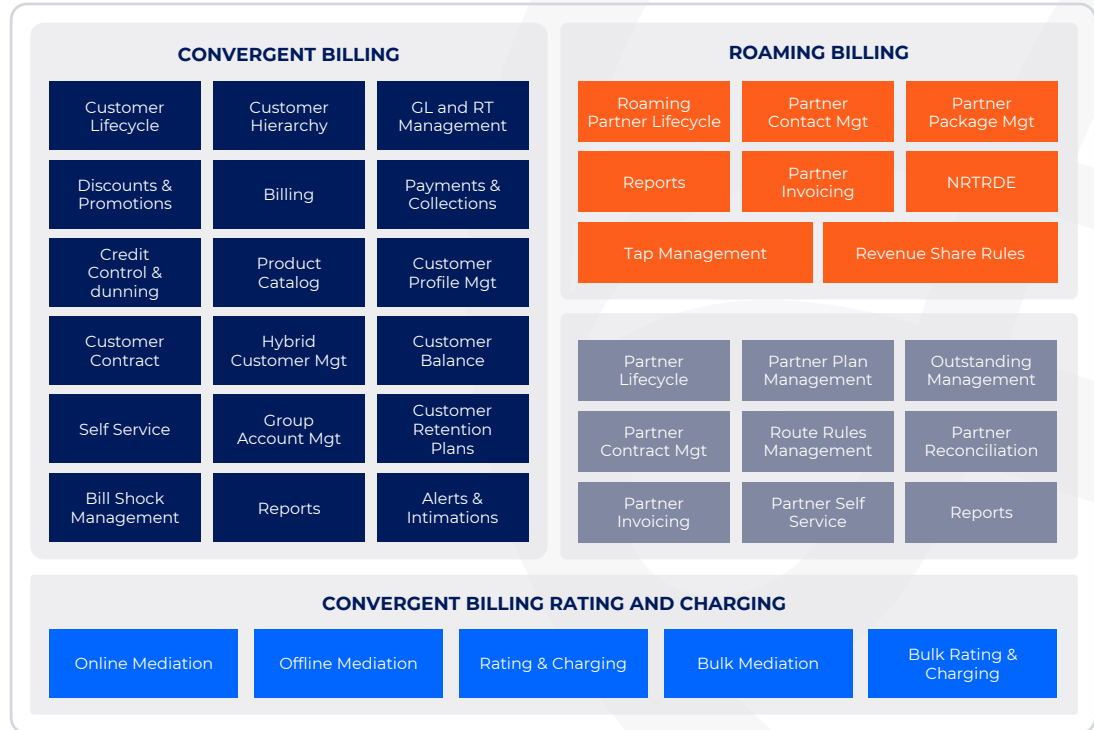
Convergent Billing and Revenue Management

A single platform for **all the billing requirements across a Telco's multiplay offerings.**

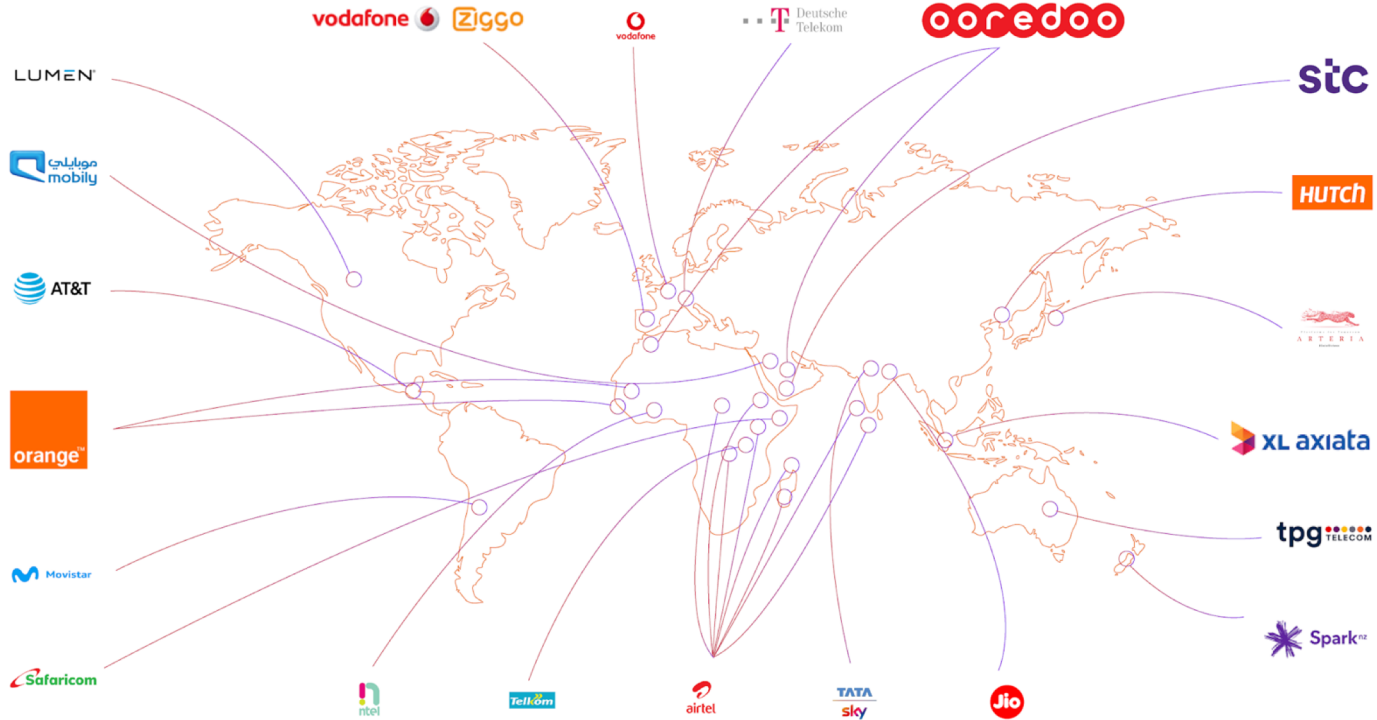
BlueMarble's component-based architecture powers a **unique, converged billing and revenue management solution** for all types of CSPs.

Value Proposition

- Reduce Churn with in-built analytics function.
- Increase Customer affinity through shared accounts to share balance and services across group of individuals.
- Flexible catalog to support multi-play offerings.
- Ease of payment settlements



Client Profile



Success Snapshots

Multi-play Commerce



Europe

Multi-play Commerce



Europe

50 Mn+
Subscribers

- One consistent sales process for all channels
- Ability to sell bundles and cross-stack discounts
- Avg. 50% savings in Average Handling Time

8 Mn+
Subscribers

- Solution deployed in 6 months in all 250 stores
- Reduced handling time in stores by 40%
- Reduced training time from 4days to 4 hours

BSS in a Box



APAC

BSS in a Box



APAC

6 Mn+
Subscribers

- 80% reduction in overall IT expenditure.
- 33 systems eliminated by leveraging self-service APIs
- 70% reduction in hardware footprint

23 Mn+
Subscribers

- Target an extensive customer base beyond its existing DTH subscribers.
- Inability to construct creative and lucrative subscription plans and offers for the customer

Digital Distribution



LATAM

Digital Distribution



LATAM

1,80,000
Retailers

- Inventory flow to Retailers increased by 70%
- Supported 33 mn electronic recharges

1.5 Mn+
Retailers

- Handled around 300+ bulk orders per day & 6600 orders per month for retail partners
- 45% Audit Mismatch captured at network site

Clients speak

“

It reduces our time to market for new products and services significantly and enables us to respond quickly to events and market changes.”

— **Astrid Hessels**

Chief Commercial Officer,
Regional Fiber & Cable Operator

“

They are doing great with their work. Helpful and resourceful, they also willing to support us more than working time hours.”

— **Project Manager Program and Portfolio Management**

“

We recently implemented Comviva's SnD management into one of our clients' tools. Overall, the experience throughout requirements, design, development, testing, and deployment and data migration was exceptionally good. The Comviva team is quite experienced in understanding client requirements and delivering all required functionalities within the desired timelines. Throughout the engagement, the team was helpful and supportive, meeting up and dealing with all the challenges that came across. I would like to work with them again, and I would like to say I enjoyed working with all of you and let me wish all of you success in future endeavours. Thank you, Team COMVIVA!”

— **Tech Manager R&D/Product Development**

Clients speak

“

It has been a great journey so far and we wonder why we didn't do great projects earlier. With the momentum that we got, our partnership is only bound to grow leaps and bound.

With all humbleness, we believe we have a unique product which will be liked by millions of users and with the kind of initiatives that we have lined up for next 1 year, this LoB will supersede satellite business in next few years.”

— **Seshadri Manivannan**

Vice President Tata Play

“

I would like to highlight the strategic contribution of TechM in meeting Vodafone Germany's strategic objective Vodafone Germany use the BlueMarble platform developed by TechM. One of the strategic objectives of Vodafone are to be more convergent and sell products across mobile, DSL, cable and TV. TechM's platform has allowed Vodafone to achieve this objective and have omni-channel presence. So far more than 6000 telesales, customer care and retail agents have been trained and equipped to use the platform. The platform has provided more than 21 million “360 degree customer” views. More than 300K Shopping carts have been submitted through this platform. This has resulted in 23 Million Euros of additional revenue for Vodafone. TechM's agile deliveries have resulted in faster time to market. TechM is a valuable partner who continues to help achieve Vodafone's strategic objectives.”

— **Tech Manager R&D/Product Development**

BlueMarble Recognitions

Gartner

- Market Guide for AI in CSP Customer and Business Operations
- Market Guide for Partner Relationship Management Applications
- Market Guide for CSP Customer Management and Experience Solutions
- Magic Quadrant for Integrated Revenue and Customer Management for CSPs

FROST
&
SULLIVAN

Global CSP Monetization and Financial Assurance 2018 Edition

FORRESTER

- The Forrester Wave™: Partner Relationship Management, Q4 2020
- Now Tech: Channel Incentive Management, Q4 2021


MARKETSANDMARKETS

Digital Business Support System Market by Component


constellation
RESEARCH

Constellation Shortlist: Partner and Alliance Relationship Management (PARM)

OMDIA

Mentioned in "Telco OSS/BSS Contracts Analytics" report



Gartner

 Magic Quadrant

2016, 2017, 2018

Open API Certified by TMForum



Platinum Badge

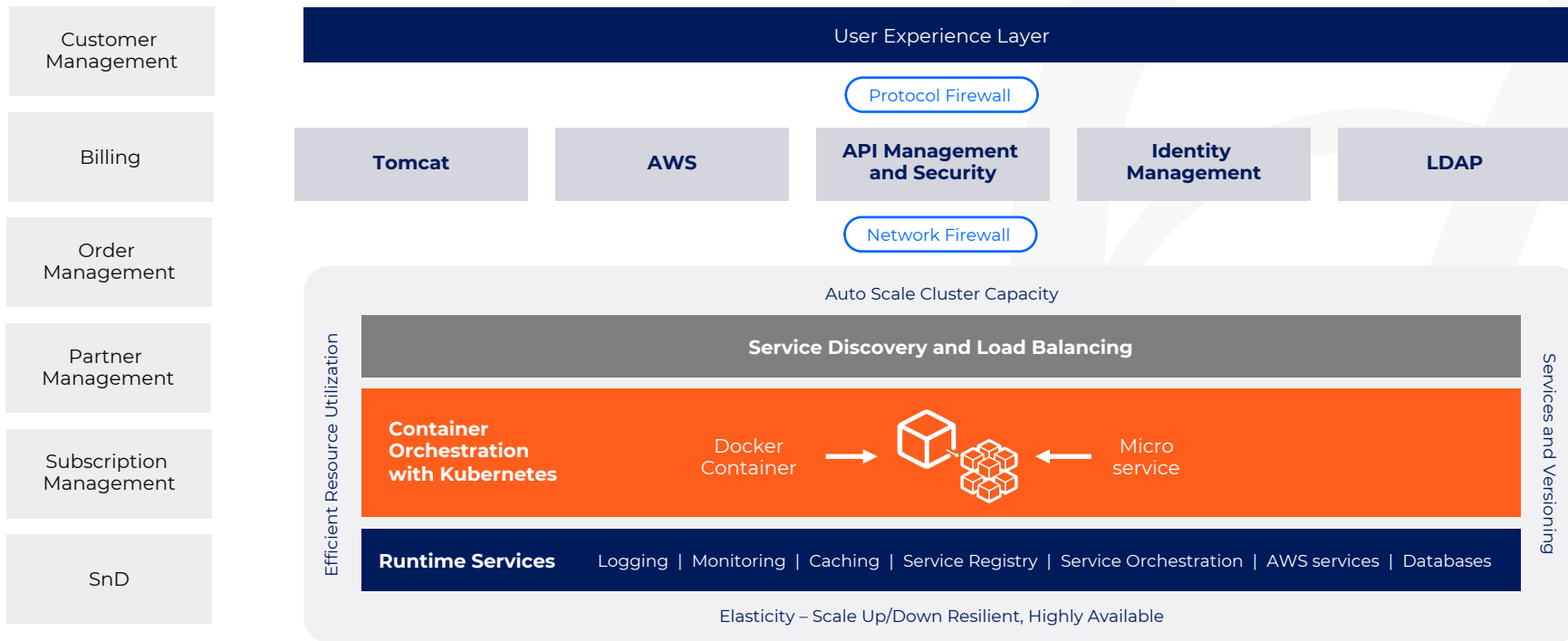
with 28 Open API
Conformance Certifications
from TM Forum

Company Name	APIs certified	Latest date	Badge
	See certified APIs (20)	September 2021	
	See certified APIs (30)	September 2021	
	See certified APIs (20)	April 2021	

	See certified APIs (20)	September 2021	
	See certified APIs (14)	May 2021	
	See certified APIs (10)	June 2021	
	See certified APIs (10)	July 2021	
	See certified APIs (10)	September 2021	
	See certified APIs (10)	September 2021	

Open API Certification Global Leader-board

Focused on Microservices



Cloud Partner Ecosystem



- BlueMarble on Azure
- Certification & Listing on Marketplace in Progress
- Integration Package for MS Dynamics CRM in Progress
- Go-to-Market with Microsoft Communications Unit



- Go-to-Market with IBM
- Part of IBM Telco Cloud Initiative
- BlueMarble on Redhat Openshift
- Certification in Progress

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

Future Ready Digital BSS Solution

Extensible, Event Driven, Scalable and Secure

Co-creating best in class capabilities



MICROSERVICES & CONTAINERS

High scalability combined with agile and fast deployments



COMPONENTIZED ARCHITECTURE

Easy to select what is needed. Enables flexible approach to transformation



DEVELOPER SDKS

Full Developer SDKs in Java and Open API swagger documentation



CLOUD NATIVE & CLOUD AGNOSTIC

Elastic scalability, security & control to drive business



API & EXTENSIBILITY

Innovate faster with access to open APIs



TM FORUM FRAMEWORKX COMPLIANT

Service-oriented, highly automated and efficient approach compliant with TM Forum standards

Let's Talk

Customers love to consider us for following opportunities:



B2B
Marketplace



5G
Slice to Price



Digital
Transformation



CRM
Modernisation



Digital Customer
Acquisition



- BlueMarble on Azure
- BlueMarble + D365



- BM + Sterling OM + IBM Cloudpak
- BlueMarble + RedHat

bluemarble

Thank you!

comviva

