bluemarble Success Stories
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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

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

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

Benefits

→ One **consistent Sales process** for all channels

→ Ability to **sell bundles** and **cross-stack** discounts

→ Above **50% savings** in Average Handling Time

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

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

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

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

5G Slicing + Commerce

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 administrational costs, a fully automated, zero-touch provisioning system from lead to cash

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"

Customer

One of the largest quad-play service providers in Germany, offering Mobile, Fixed, Cable and TV services to over 46 million subscribers.
In addition to their traditional services, the client has already launched 5G services in dedicated regions.

Germany

46 Mn +

Mobile, Fixed, Cable, TV

Benefits

→ **Single solution** to support consumer and enterprise customers

→ **Flexible** selling and management of network slices

→ **Integration** with standards based network virtualization environment

Success Story #4
Commerce

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

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

Customer

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

Netherlands

Mobile, Cable and TV

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 p roduct proposition in **less than 4 hours**

Automation

Customer

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

📍 Africa   Mobile

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

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**

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 in Europe and the Americas

Europe & Americas

Mobile, Fixed and TV

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

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

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**

Success Story #7
Digital BSS

Customer

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

| Srilanka | Mobile |

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**

Convergent Billing

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**

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

Success Story #9

Convergent Billing

Customer

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

| Indonesia | 50 Mn + | Mobile |

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

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

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**

Success Story #10

Integrated Inventory Management

Customer

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

Mexico   **Mobile**

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

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.

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

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**