


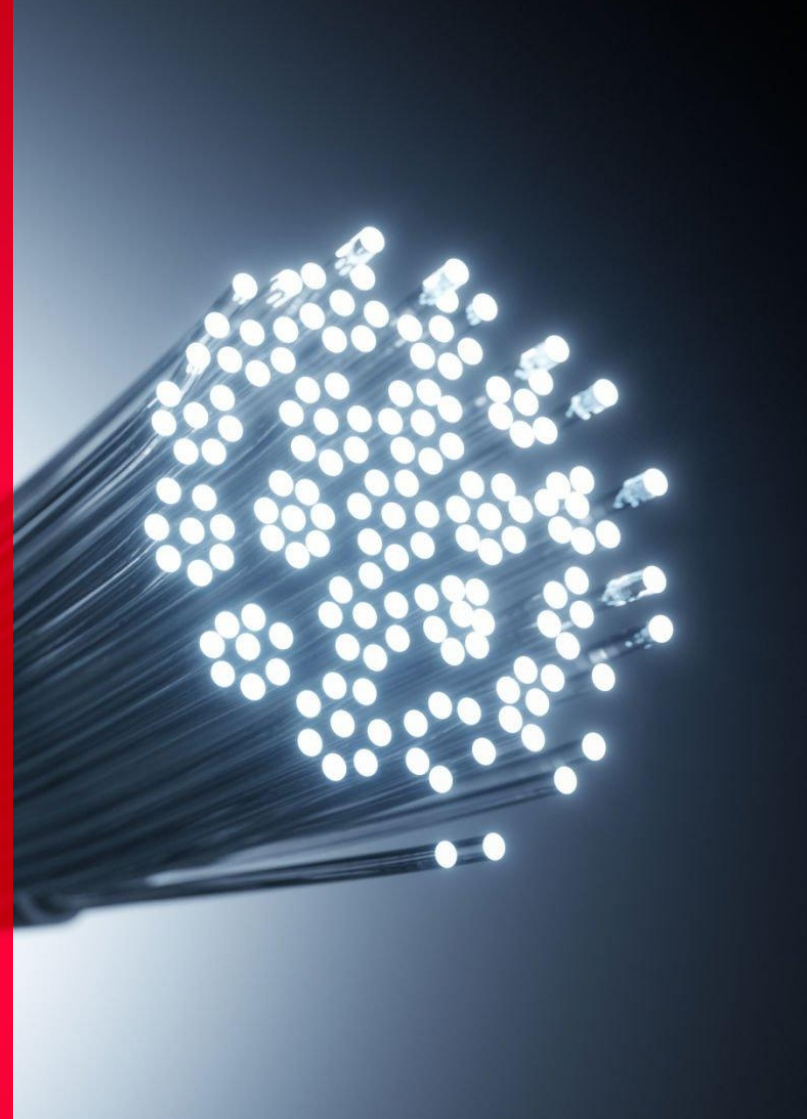
Navigating the Fiber Landscape:
A Strategic View on
**Infrastructure
Monetization**



As the world embraces hybrid work models, the demand for high-speed fiber connectivity has surged. The rise of hybrid work arrangements and the rollouts of 5G has expedited the era of digital transformation, fuelling the demand for universal broadband access. This surge in demand for high-speed backhaul connectivity unlocks remarkable possibilities.

Globally, governments are actively investing in and promoting high-speed fiber infrastructures, unlocking a plethora of new opportunities for businesses and enterprises.

Amidst this ongoing investment, the key challenge lies in effectively leveraging infrastructure investment to build a sustainable and thriving business. In this post, we emphasize the pivotal role of a technology stack (BSS) that empowers Fibercos to monetize their network.





With the growth that fiber industry is witnessing, fibercos are embracing three business models that are driving innovation and growth.

Fiber wholesale business, which enables other service providers to build their business on top of connectivity.



Consumer and Enterprise Businesses with basic fiber access and connectivity and value-added services on top of this connectivity.



Separation of Service and Infrastructure business – also called ServCo and NetCo. Across many countries, both regulatory requirements and strategic business considerations drive significant developments and seizing opportunities.



Fiberco's leverage technology stack for business operations (BSS) to offer products to consumers, SMEs and enterprises and charge them for the services consumed. These all-in-one business modules include **customer relationship management, order management, billing and payment**, and inventory management, allowing operators to efficiently manage their customer interactions, service offerings, and revenue streams.

With a deeper appreciation of the growing importance that BSS plays in the fiber telecom industry, let us now turn our attention to highlighting a few exciting possibilities of how operators can address the opportunity, through implementing and embracing these systems in five key strategic areas:



Investing in robust business operations technology stack

Investing in robust business operations technology stack (BSS) is crucial for fiber telecom operators looking to deliver top-notch services and streamline operations. These solutions must be scalable, flexible, and seamlessly integrated with other systems to provide a superior end-to-end experience for customers. By leveraging the TM Forum Frameworks on Data Models and open APIs, operators can expand into new business domains and collaborate with partners to offer additional products and services without the need for complete re-implementation of their BSS systems.



Prioritize Customer Experience

Delivering a superior customer experience should be a top priority for fiber telecom operators when it comes to their BSS solutions. This means creating intuitive and customized solutions, providing customers with a seamless and personalized experience. By defining customer journeys and expectations early on, operators can optimize the implementation process and ensure a worthwhile return on investment.



Automation

Automation is key for fiber telecom operators looking to streamline their operations and enhance productivity. By leveraging BSS to automate processes such as order processing, billing, and payment processing, operators can reduce errors and improve efficiency, resulting in increased customer satisfaction and business success.



Pricing and Bundling

By leveraging BSS, operators can optimize pricing and bundling strategies by analyzing customer data to identify opportunities for targeted promotions and bundled services to increase revenue and profitability. In addition, integrating AI/ML models and campaign management into product management can create an optimized and profitable product portfolio, while the ability to integrate third-party and partner services is a crucial capability of any BSS.



Harnessing Data Analytics

Intelligence-driven BSS can leverage wealth of data generated, from customer information to network performance data. By embracing data analytics, it helps fiber telecom operators monetize their data and harness information to gain insights into customer behaviour, service utilization, and network performance, empowering them to make better-informed decisions.

Comviva's BlueMarble BSS for Fiber is built to specifically address the challenges of Fiber operators and enable an optimized rollout of new fiber businesses or extend existing ones. Want to learn more? Reach out and chat with Comviva to learn how BSS can help you.

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.