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BlueMarble BSS for Fiber Solution

Comviva BlueMarble BSS – for Fiber Solution

For Connectivity & Beyond

Highly distributed work environments, upsurge in teleworking, movement of enterprises and applications to the cloud, and increased bandwidth demand has strengthened fiber as a key element of the communication infrastructure.

Government funding to accelerate fiber-based high-speed internet access, along with rising penetration and deployment of 5G mobility will further increase the demand for high bandwidth backhaul connections.

To build and extend state-of-the-art digital services over high performance networks, fiber companies need an agile, flexible and extensible Business Support System Solution that enables them to create new propositions quickly, automate the ordering and deployment, and providing self-service capabilities to its customers.
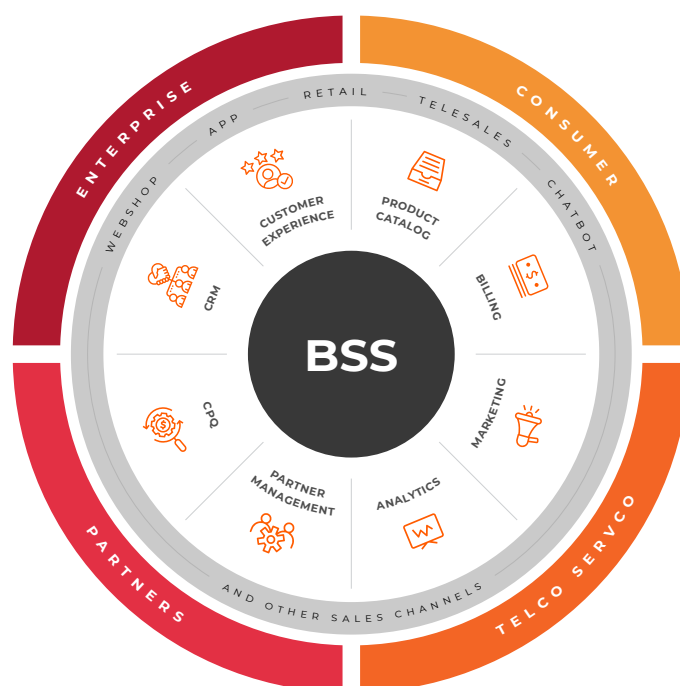
Introducing BlueMarble BSS for Fiber

A cloud-native, microservices-based, business-oriented platform delivering consistent BSS capabilities for wholesale fiber business. It enables modernization of customer engagement channels, revenue management procedures, order orchestration & fulfilment, as well as analytical decision-making using AI/ML in the customer service & assurance domains.

Why BlueMarble

Accelerate time to market with pre-configured out-of-the box products and business processes for fiber business model.

→ Modular product platform with cost-effective, cloud-based deployment

→ Gain operational efficiency by rapidly launching new models with our experienced product design and delivery excellence.

→ Single platform to support a comprehensive portfolio of services, beyond connectivity (IP voice, and hardware), supporting retail and wholesale line of businesses.

→ Accelerate Monetization, by enabling new revenue streams beyond connectivity through Zero touch partnering approach.

→ Simplify scalability with Fully compliant TM Forum Open APIs and ODA framework.

BlueMarble BSS for wholesale fiberco

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Dark Fiber	Wholesale Fiber	Fiber for Business	Fiber Access

Key Capabilities Enabled by BlueMarble

Wholesale CRM
- Support Presales / Configuring and launch of campaigns.
- Lead and funnel management
- Frame agreements, Contract Management, Document Management
- Customer Onboarding and Account Management
- Customer Hierarchy and 360-degree
- Case Management
- Customer Information / Interaction & Communication Management
- Dashboard and Reporting
- Trouble Ticketing Support

Product Catalog
- Single Source of Truth and master for w/s Commercial & Technical Catalogue
- Catalogue driven order fulfilment journey by maintaining Product to Service mappings.
- Manage Product Pricing – Individual case basis.
- Product hierarchy, compatibility rules
- Product Lifecycle Management with centralized control and access

CPQ / Solution Management
- Guided solution configuration -
- Support workflows – for solution design involving multiple teams, quote approval.
- Apply standard pricing by SKU.
- Ability to enter / price BoM and apply discounts.
- Quote Generation and Conversion to Contract

Order Management
- Configurability of workflows and quick TTM
- Complex orders orchestration & workflow across multiple agents – internal & external
- Bulk/batch order processing
- Enable business process management capabilities.
- Jeopardy and fallout management

Billing, Invoicing and Revenue Management
- Support Service agreement, sharing agreement-based discounts/pricing.
- Manage Payments, Collections, Settlements and Account Receivables
- Split Billing functionality
- Dynamic Bill frequency
- Quantity/Volume based billing; Usage Commitment based billing.
- AR / Financial Systems Integration

Supplier & Partner Management
- Supplier Onboarding, Qualification, Performance Management, Blacklisting
- Integrate Supplier Product, Service Catalogue, SKU and Pricing
- Supplier Invoices posting, validation of charges and settlements.
- Partner billing, Commissioning & Settlement

KEY PLATFORM COMPONENTS:
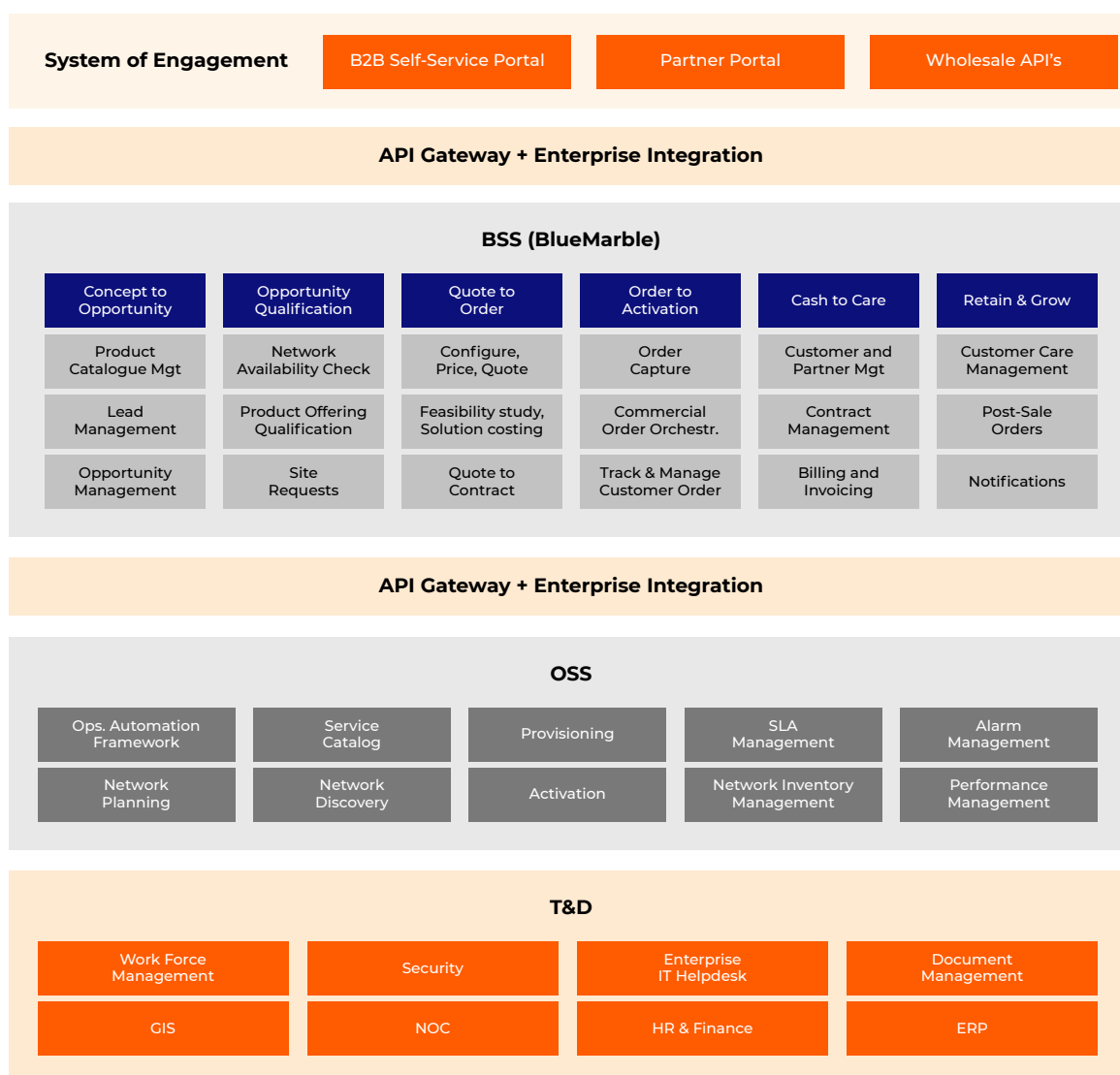
Product Catalog	CPQ	Customer Frame Contracts / Agreements	Billing and Reconciliation	Lead/Opportunity Management
(Flexible product catalog to model wholesale business)				(Onboarding new RSPs / ISPs)

How BlueMarble Delivers Value

BlueMarble Compact BSS adopts a consolidated and convergent design which significantly reduces the TCO (Total Cost of Ownership) and O&M costs. Our Compact BSS solution helps operators rapidly launch new business models by defining all types of product definitions in a single catalog, with ability for further modification for different product families like dark fiber, data center and mobile service

It enables the synchronization of products & offers across sales channels using the commercial product catalog APIs and dynamic rules, thereby improving customer experience, while preventing fragmentation and asymmetry between product, service & resource (PSR) components across different products.

Our CRM is used to onboard ISP/RSP with a 360-degree view across the entire lifecycle of the customer. CPQ further enables quote generation for opportunities created via CRM with a service fulfillment option using last mile details.

FUNCTIONAL ARCHITECTURE

System of Engagement

B2B Self-Service Portal	Partner Portal	Wholesale API's

API Gateway + Enterprise Integration

BSS (BlueMarble)

Concept to Opportunity	Opportunity Qualification	Quote to Order	Order to Activation	Cash to Care	Retain & Grow
Product Catalogue Mgt	Network Availability Check	Configure, Price, Quote	Order Capture	Customer and Partner Mgt	Customer Care Management
Lead Management	Product Offering Qualification	Feasibility study, Solution costing	Commercial Order Orchestr.	Contract Management	Post-Sale Orders
Opportunity Management	Site Requests	Quote to Contract	Track & Manage Customer Order	Billing and Invoicing	Notifications

API Gateway + Enterprise Integration

OSS

Ops. Automation Framework	Service Catalog	Provisioning	SLA Management	Alarm Management
Network Planning	Network Discovery	Activation	Network Inventory Management	Performance Management

T&D

Work Force Management	Security	Enterprise IT Helpdesk	Document Management
GIS	NOC	HR & Finance	ERP

About Comviva

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**