

# BlueMarble Retail: **Advanced Stock Management for Telecoms**

# Why this Matters Now

Inventory inefficiencies, stockouts, and fraud are draining telecom margins in real time. As networks scale and complexity rises, telcos urgently need real-time visibility, automation, and AI-driven optimization to take control of their distribution network.



## What You'll Discover

- » Real-time stock tracking across warehouses, distributors, and retailers
- » AI-powered demand forecasting and dynamic inventory allocation
- » Automated returns, buyback workflows, and order processing
- » Built-in fraud detection, compliance controls, and reconciliation reports



## Who This is For

- » Telecom Inventory & Logistics Heads
- » Supply Chain Managers seeking multi-tier inventory control
- » CIOs/CTOs enabling automation and audit trails
- » Finance & Compliance Teams needing fraud prevention and visibility



## The Results You Can Expect

- » 99.9% inventory accuracy through AI reconciliation
- » Significant reduction in stock wastage and unauthorized movement
- » Faster restocking cycles across distribution tiers
- » Better decision-making via advanced reporting and predictive analytics
- » Full compliance and traceability from operator to retailer

# Introduction

Real-time inventory and stock management is crucial to maintaining seamless operations, reducing revenue leakage, and ensuring product availability across distributor and retailer networks. Comviva's BlueMarble Retail provides a comprehensive Stock Management Solution that enables telecom operators to efficiently track, allocate, and optimize inventory across multi-tiered distribution networks.

With AI-driven analytics, real-time stock tracking, and automated workflows, BlueMarble Retail helps telecom providers reduce inefficiencies, prevent stockouts, and eliminate inventory-related fraud.

## Key Features of BlueMarble Retail Stock Management



### Real-Time Inventory Tracking

- » Centralized dashboard for real-time visibility of stock across distributors, retailers, and warehouses
- » Movement history tracking of serialized and non-serialized inventory (SIM cards, vouchers, handsets, routers, etc.)
- » Barcode scanning & automated updates to prevent stock mismatches



### Intelligent Stock Allocation & Transfers

- » Multi-tier inventory management for primary (operator to distributor), secondary (distributor to retailer), and tertiary (retailer to customer) sales
- » Automated reorder level tracking ensures stock availability at all distribution points
- » Dynamic inventory transfers between locations based on demand forecasting



### AI Driven Demand Forecasting & Stock Optimization

- » Predictive analytics to optimize inventory levels based on historical sales and demand trends
- » Stock threshold alerts for automated restocking and proactive inventory planning
- » Minimize revenue loss by preventing overstocking or stock depletion



## Fraud Prevention & Compliance Controls

- » AI-driven fraud detection mechanisms to prevent unauthorized stock movements
- » Regulatory compliance monitoring for SIM sales, activation tracking, and distributor reporting
- » Audit trails & transaction logs ensure complete inventory transparency



## Automated Returns & Buyback Management

- » Automated workflows for handling stock returns from distributors and retailers
- » Integrated buyback plans to recover unsold or defective inventory
- » Real-time reconciliation with financial systems for seamless stock adjustments



## Workflow enabled Order process

- » Workflow: Configurable workflows: For the stock order workflow can be configured
- » Notification: Notification would be sent based on the workflow

# Comprehensive Reporting & Analytics

BlueMarble Retail offers out-of-the-box reports to enhance inventory visibility and decision-making. Some of the key reports include:



## Inventory & Stock Reports

- » Stock Status Report – Live stock levels across warehouses, distributors, and retailers
- » Stock Allocation Report – Overview of inventory distribution among partners
- » Inventory Ageing Report – Track stock movement and shelf life to prevent losses
- » Stock in Transit Report – Monitor real-time movement of inventory between locations
- » Inventory Write-off Report – Manage lost or obsolete inventory



## Sales & Demand Reports

- » Daily Inventory Sales Report - Track sales trends across different product categories
- » Top-Selling Retailers & Products Report - Identify high-demand products and retailers driving sales
- » Demand Forecasting Report - AI-driven recommendations for inventory restocking
- » Reorder Level Report - Automated alerts for stock replenishment



## Fraud & Compliance Reports

- » SIM Activation & Sales Report Monitor SIM sales and activation compliance
- » Stock Reconciliation Report - Ensure stock accuracy and prevent discrepancies
- » Distributor & Retailer Compliance Report - Track partner adherence to inventory policies.

## Business Benefits

- » Reduction in stock wastage through demand-driven inventory allocation
- » Faster distributor & retailer restocking with automated workflows
- » 99.9% accuracy in inventory tracking through AI-powered reconciliation
- » Eliminate fraud & unauthorized stock movements with real-time monitoring
- » Faster decision-making with advanced reporting & analytics



## Conclusion

BlueMarble Retail provides telecom operators with a scalable, AI-powered stock management solution that eliminates inefficiencies, prevents revenue leakage, and enhances distributor-retailer visibility.

Interested in transforming your inventory management?  
Let's discuss how BlueMarble Retail can help your telecom business.

