comviva
A TECH MAHINDRA COMPANY

BlueMarble Retail:

Sales Operations & Order Management Solution Guide

Why this Matters Now

Manual sales operations are slowing down telecom growth. As networks expand, fast, fraud-proof order processing, real-time inventory visibility, and automated payment flows are essential to stay competitive and unlock cash flow efficiency.

What You'll Discover

» End-to-end automation of sales orders, approvals, and fulfillment

» Real-time warehouse and inventory tracking across geographies

» Seamless purchase ordering for physical and virtual goods

» Integrated payment logging, buybacks, and ERP-ready reconciliation

» Actionable reports on sales performance, collections, and credit status

Who This is For

» Sales Operations Leaders managing complex order lifecycles

» Finance & Collections Teams needing faster payment tracking

» Warehouse & Inventory Heads ensuring timely stock movement

» Channel Heads seeking visibility across distributor and retailer workflows

The Results You Can Expect

» 50% faster order fulfilment through automated workflows

» Improved cash flow and faster payment cycles

» Reduced fraud and revenue leakage via AI-based checks

» Enhanced distributor-retailer coordination and satisfaction

» Better stock allocation and last-mile execution visibility

Introduction

Efficient sales operations and order management are vital for telecom operators managing extensive distributor and retailer networks. Manual order processing, payment collection complexities, inventory mismatches, and sales return inefficiencies often lead to revenue losses and delays.

Comviva's BlueMarble Retail provides an AI-powered, automated solution that streamlines order processing, optimizes inventory movement, and ensures seamless distributor-retailer interactions, enabling faster sales execution and improved financial control.

Key Features of BlueMarble Retail's Sales Operations & Order Management

Warehouse & Inventory Management

- » Warehouse mapping & inventory allocation based on distributor region
- » Multi-warehouse management with location-based stock allocation
- » Geographical warehouse tracking for precise stock movement visibility

Partner Purchase Ordering

- » Automated purchase orders POs for both physical SIMs, routers) and virtual (eTop-ups, EPINs) inventory
- » Approval-based order processing with validation for credit limits & fraud detection
- » Multi-payment options: Advance payment, Bank Guarantee, or Credit Limit-based PO processing

Secondary Sales & Retailer Transfers

- » Inventory movement tracking from distributor to retailers
- » Mobile-enabled salesforce support for last-mile stock transfers
- » Geo-validation for field force operations to ensure correct product delivery locations

Automated Payment Collection & Reconciliation

» Mobile app-based payment logging for faster collection tracking

» Real-time invoice & payment reconciliation integrated with financial systems

» Multi-payment modes: Cash, Card, Digital Wallet, Airtime balance adjustments

Buyback & Sales Return Automation

» Automated buyback & sales return processing for unsold/faulty inventory

» AI-driven stock reconciliation to prevent fraud & ensure compliance

» Seamless integration with ERP systems for credit adjustments

Comprehensive Reporting & Analytics

BlueMarble Retail offers ready-to-use reports that provide real-time insights into sales, payments, and inventory.

Order & Sales Reports

» Purchase Order Status Report – Track pending, approved, and fulfilled orders

» Distributor & Retailer Sales Reports – Measure performance across distribution channels

» Pending Order & Order Processing Time Reports – Optimize sales execution efficiency

Payment & Collection Reports

» Invoice & Payment Summary Reports – Ensure seamless financialreconciliation

» Retailer Payment Collection Reports – Monitor outstanding payments

» Credit Limit & Bank Guarantee Reports – Track available credit per distributor

Inventory & Stock Reports

» Stock Allocation & Movement Report – Monitor distributor-to-retailer inventory flow

» Sales Return & Buyback Reports – Automate stock return processing

» Reorder Level Reports – AI-driven alerts for inventory replenishment

Business Benefits of BlueMarble Retail Sales Operations & Order Management

» 50% faster order fulfillment with automated workflows

» Higher partner satisfaction through seamless distributor-retailer transactions

» Reduced revenue leakage via AI-driven fraud detection

» Optimized inventory allocation for efficient stock movement

» Faster payment cycles & cash flow improvements with automated invoicing

Conclusion

BlueMarble Retail's Sales Operations & Order Management Solution is designed to help telecom operators streamline their sales execution, automate order processing, and enhance distributor-retailer collaboration with AI-driven insights and automation.

✉ Interested in transforming your sales operations? Let's discuss how BlueMarble Retail can help.