

Accelerating Growth with BlueMarble: A Next-Gen BSS Solution Summary



In the face of digital disruption and surging service expectations, telecom operators must transform their business support systems (BSS) to meet modern demands. Comviva's BlueMarble Integrated BSS offers a transformative approach, enabling Communication Service Providers (CSPs) to move beyond traditional monetization strategies and drive agile, scalable, and customer-centric growth.

What is BlueMarble Integrated BSS? BlueMarble is a cloud-native, microservices-based BSS platform designed for modern telecom enterprises. It unifies CRM, CPQ, billing, commerce, order management, and partner ecosystem integration into a modular, scalable architecture.

Who is it for?

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- ✓ Communication Service Providers (CSPs) – Mobile, fixed-line, broadband, satellite
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- ✓ Digital Service Providers (DSPs) – Offering bundled or OTT services
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- ✓ MVNOs / MVNEs – Looking to quickly scale or diversify offerings
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- ✓ B2B/B2B2X telecom operators – Needing tailored, enterprise-grade service agility
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- ✓ CIOs, CTOs, Heads of IT & Operations – Seeking faster transformation with less disruption
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Key Business Problems it Solves

- 1 Siloed BSS Systems – Replaces fragmented legacy stacks with a unified, cloud-native platform.
- 2 Slow Time-to-Market – Modular architecture enables faster rollout of digital services and offerings.
- 3 Rigid Infrastructure – Microservices-based design reduces maintenance costs and enhances scalability.
- 4 High Order Fallouts – Catalog-driven order management ensures error-free service activation.
- 5 Poor Customer Experience – Real-time CRM and AI-powered insights drive personalized interactions.
- 6 Inflexible Pricing & Bundling – CPQ and Catalog modules enable dynamic, contextual offerings.
- 8 Limited 5G & B2B2X Support – Future-ready architecture for next-gen service monetization.
- 9 High Operational Costs – Consolidation and automation reduce TCO and support overhead.



Key Solution Highlights



Cloud-native architecture:
Kubernetes-based, elastically scalable, and deployment-flexible.



Microservices-driven:
Modular stack for agility and faster innovation.



TM Forum Open API compliant:
Ensures interoperability with external systems.



Real-time digital engagement:
Supports seamless omnichannel experiences.



Core Functional Modules

- ◆ **CRM:** Native or Salesforce-integrated; manages leads, roles, and quote workflows.
- ◆ **Product Catalog:** Attribute-based catalog with bundle management and pricing agreements.
- ◆ **CPQ:** Guided selling, feasibility checks, discount approvals, and quote lifecycle.
- ◆ **Order Management:** Automates validation, orchestration, and order fulfillment.
- ◆ **Billing & Revenue Management:** Subscription, usage-based, roaming, and settlement.
- ◆ **Ticketing & Service:** Manages complaints, SLAs, and fulfillment exceptions.
- ◆ **Analytics & Intelligence:** Enables data-driven decision-making.



Business Benefits

- ◆ **Enhanced Efficiency Through Automation:** Smart workflows reduce manual effort and service delays.
- ◆ **Improved Customer Satisfaction:** Inbuilt CRM and insights drive personalization.
- ◆ **Scalable Solutions:** Configurable APIs and TMForum standards ensure future-readiness.
- ◆ **Real-time Insights:** Data analytics across customers, networks, and transactions.
- ◆ **AI-Driven Intelligence:** Predict behavior and automate engagement.
- ◆ **Seamless Integration:** Compatible with existing and third-party systems.



Intelligent Features for Digital Experiences

- ◆ **End-to-End Stack:** CRM, Billing, Commerce, CPQ, Order & Ticket Management.
- ◆ **Optimized Order Management:** Customize workflows and ensure serviceability.
- ◆ **Integrated CRM Tools:** Simplify onboarding and lifecycle management.
- ◆ **Unified Commerce:** Enables both B2B and B2C journeys.
- ◆ **Unified Billing:** One-stop billing across offerings.
- ◆ **Real-time Analytics:** Monitor usage and performance trends.
- ◆ **Automation Capabilities:** Free up manual operations.
- ◆ **Flexible Adaptation:** Customize to your stack, evolve as needed.



Industry Outcomes & Metrics

- ◆ 4x Faster time-to-market
- ◆ 3x Quicker bundled offering creation
- ◆ 40% Reduction in average handle time in assisted channels
- ◆ 50% Drop in order fallout
- ◆ 45% Reduction in inventory leakage
- ◆ 1Bn+ Inventory SKUs managed per deployment



Industry Use Case Snapshot BlueMarble supports leading operators across Telecom, Media, Retail, and E-commerce sectors:



Telecom: Streamlined service provisioning, catalog, CRM, and billing.



Media & Digital: Efficient content & subscription management.



Retail: Supports sales & logistics management.



E-commerce: End-to-end digital transaction flow.

Customer Success Story: A leading Mexican operator unified its heterogenous B/OSS landscape using BlueMarble, cutting integration costs by 50% and improving CX ratings from 1.7 to 4.8. The platform supported 300+ daily orders and enabled 3M app users.

Next Steps Ready to reimagine your BSS landscape? Discover how BlueMarble can transform your telecom business.

Request a demo | Contact our solution experts

