CASE STUDY

comviva
A TECH MAHINDRA COMPANY

Driving Retail Excellence at Scale with a Leading Telecom Provider in Indonesia

Category

Sales & Distribution Transformation | Intelligent Inventory & Channel Enablement

Overview

A major telecom operator, the second-largest mobile telecommunications company in the country of Indonesia, operates across a vast, island-rich geography with over 55 million subscribers. However, managing such an extensive distribution network came with significant operational challenges-disconnected systems, manual onboarding, and lack of inventory oversight.

To solve these issues, the telecom operator partnered with Comviva to deploy a unified Sales and Distribution Management Solution, creating an integrated, intelligent system that brought real-time clarity and automation across its entire retail and partner network.

Challenges Faced

- **Manual Channel Partner Onboarding:** Cumbersome processes leading to inefficiencies and limited reach in remote areas
- **Disparate Legacy Systems:** Multiple unconnected tools increased dependency on manual intervention
- **Lack of Inventory Visibility:** No single source of truth across inventory and sales hierarchies, causing redundancy and inefficiencies

Solution Deployed

- **Comviva's Unified Sales & Distribution Management Platform**
- Consolidated platform integrating onboarding, inventory, and sales operations
- Intelligent inventory management with a single real-time dashboard
- Digital self-registration and onboarding for new channel partners
- Flexible payment terms and support for multiple payment methods to ease channel engagement

Key Features

- 20+ integrations with surrounding systems
- 1 Billion+ inventory items migrated seamlessly
- 500K+ users across the system
- Real-time tracking of stock and order fulfilment
- Scalable platform to grow with business needs

Tangible Business Outcomes

Metric	Impact
Deployment Speed	Completed in just 4 months
User Base	500,000+ users onboarded with digital self-registration
Inventory Visibility	Real-time dashboard for all stock across remote geographies
Operational Efficiency	Reduced redundancy and manual errors across sales channels
Channel Expansion	Enabled reach in previously inaccessible areas through automation

Before & After Snapshot

Before	After Comviva Solutions
Fragmented channel systems	Single integrated platform
Manual onboarding and registration	Self-service digital onboarding
No real-time view of inventory	Unified inventory visibility across the hierarchy
High partner churn and Friction	Better partner experience and retention

Why It Worked

- ✔ **Custom-Built for Complexity:** Adapted to Indonesia's multi-island distribution model
- ✔ **Fast Time-to-Value:** Full deployment in just four months
- ✔ **Modular & Scalable:** Platform ready for future growth and feature expansion

Conclusion

With Comviva's intelligent Sales and Distribution platform, the telecom operator streamlined its partner ecosystem, gained control of inventory flow, and enabled scalable, efficient operations across the nation. This success demonstrates how telcos can future-proof their distribution models with agility, visibility, and automation.

About Comviva

Comviva helps customers unlock new revenue models, enhance customer experiences, and build intelligent future-ready solutions that drive growth. From maximizing customer lifetime value to enabling large-scale digital transformation, Comviva is trusted by 200+ global communication service providers and enterprises to solve complex challenges and prepare for the future. With our solutions deployed across 100+ countries, Comviva has brought the benefits of digital innovation and mobility to billions worldwide. As a subsidiary of Tech Mahindra and a member of the Mahindra Group, Comviva is committed to driving growth, efficiency, and transformation for tomorrow. For more information, visit us at:

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