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Powering Belgium's Largest CSP: A 5G Marketplace Monetization Success Story

5G

A leading Digital Services and Communications Solutions Provider from Belgium serves 3.4 million mobile subscribers (2.9 million postpaid), 1.7 million fiber-connected homes and businesses, and more than 50,000 businesses of all sizes.

Evolving from a traditional telecommunications provider to a technology company, this CSP has a clear digital-first approach for exploring, purchasing, and activating services-much like leading cloud platforms.

At the heart of this transformation is the Tech Hub platform, powered by Comviva's BlueMarble solution. This cloud-ready architecture enables this leading CSP to deliver advanced digital services at scale, supporting its evolution into a leading 5G and digital services provider.
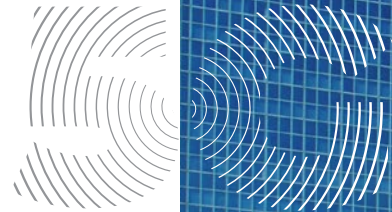
Strategic Challenges on the Path to Transformation

As this Digital Services and Communications Solutions Provider repositions itself from a traditional telecom operator to a tech-first digital service provider, several key challenges shaped its transformation journey:

Reinventing as a Tech Leader

They aimed to evolve beyond basic connectivity and mobile contracts, transitioning into a digital-first organization powered by 5G. However, limited service innovation in the enterprise segment constrained this shift.

Maximizing Asset Monetization

To unlock new revenue opportunities, they needed to tap into highpotential domains like IoT, entertainment, and remote operations- monetizing underutilized network assets through strategic ecosystem partnerships.

Simplifying Legacy Complexity

The existing fragmented and rigid BSS architecture hindered agility. Modernization required separating legacy systems and processes to pave the way for scalable, unified service delivery.

Accelerating Time-to-Market

Speed was essential. This CSP needed to reduce complexity in partner onboarding and service deployment to rapidly launch advanced 5G services and meet evolving customer expectations.
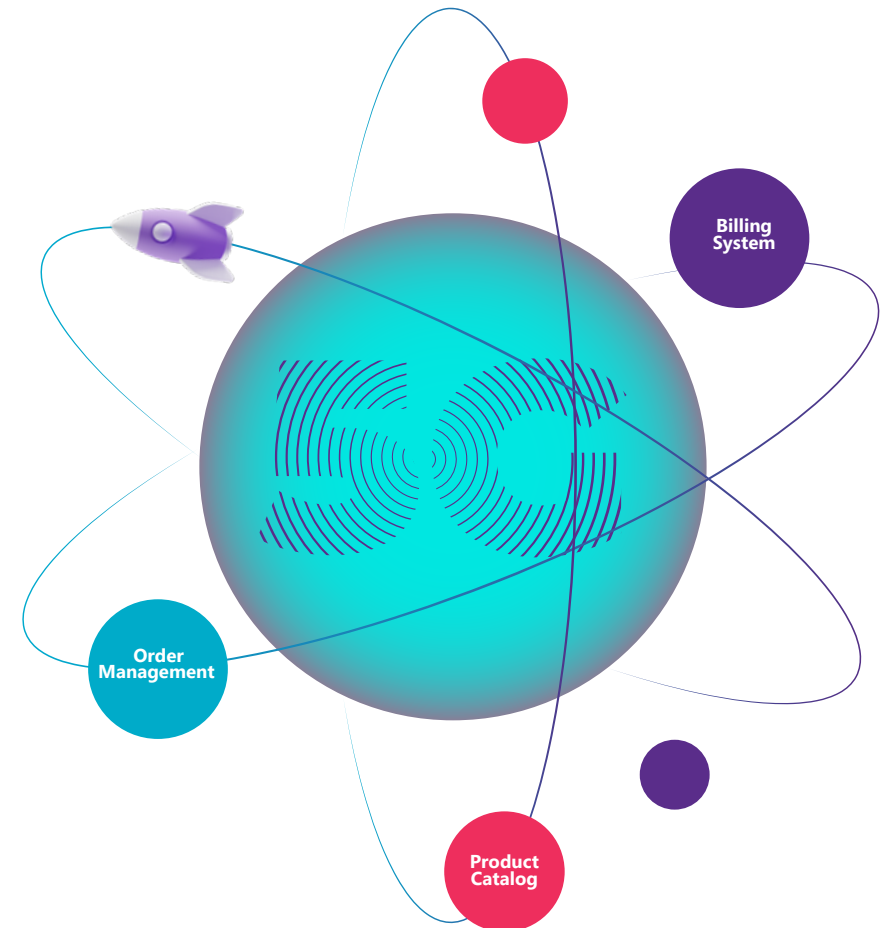
Solution

# The Tech Hub Platform Powered by Comviva's BlueMarble

The Tech Hub platform is built around BlueMarble's suite of telecommunications-focused business support products that enable a flexible and agile deployment while integrating seamlessly into existing IT systems.

- **BlueMarble Product Catalog:** Consistently manages this tech-first provider and partner offerings, including physical devices, digital services, and professional services. Its TMForum-compliant APIs and reusable components enable rapid launch of new market propositions.

- **BlueMarble Commerce:** Supports the purchase of as-a-Service solutions through intuitive online portals.

- **BlueMarble Order Management:** Orchestrates fast provisioning of connectivity (like 5G slicing) and related services, supporting complex partner integrations and activations.

- **BlueMarble CRM:** Manages customer data and subscriptions while interfacing with other IT systems.

- **BlueMarble Billing:** Provides a robust framework for monetizing advanced 5G services, enabling revenue reconciliation with different partners and supporting varied revenue models.

Self-service portals empower customers, resellers, and partners to seamlessly onboard and manage their subscribed solutions-catalyzing this Communications Solutions Provider's digital-first ambitions.

Key Features of the Solution:
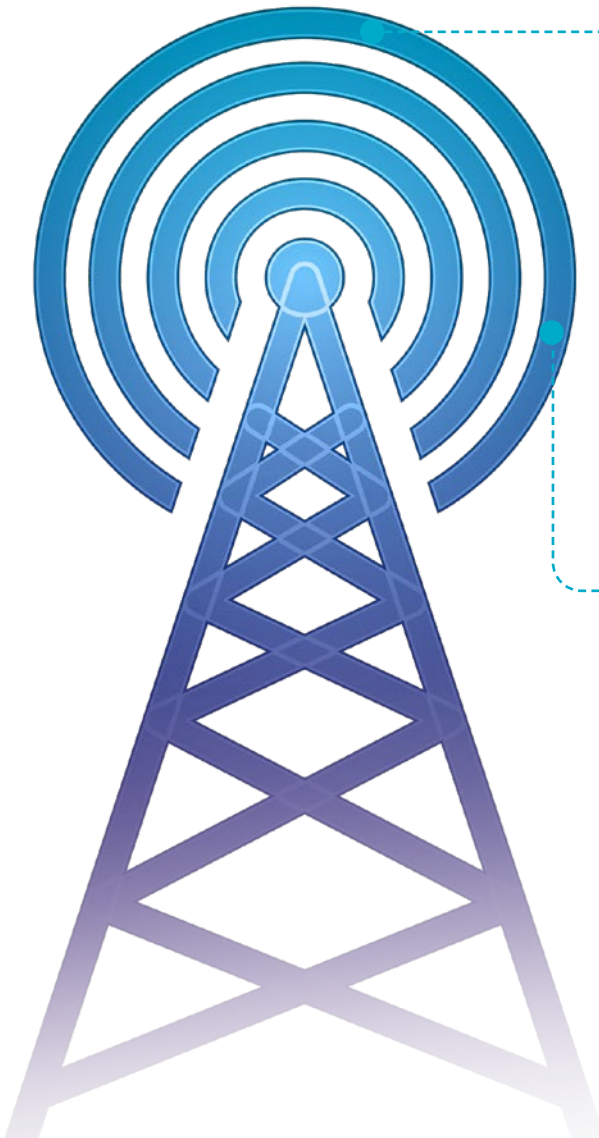
Flexible Product Catalogue

In compliance with the TM Forum, this catalogue enables the seamless definition and dissemination of a wide range of products, such as digital, physical, and partner-managed services.

Integrated Order Management

Rapid onboarding of partner products and efficient provisioning of connectivity solutions, including 5G slicing.

Advanced Billing System

Facilitates the accurate reconciliation and revenue sharing of innovative services by supporting complex revenue models.

Online Portals

Self-service portals that simplify the subscription and administration of services for customers and partners.

Strategy & Approach

In Phase 1, this leading Digital Services Provider launched reference services like Drone-as-a-Service (DaaS) for enterprise customers and Gaming-as-a-Service (GaaS) for consumers, showcasing the platform's flexibility and rapid deployment capability.

Integration with existing IT systems like CRM and ERP was carried out with a focused approach, maintaining agility while ensuring robust performance.

After the success of Phase 1, the focus shifted to support their Wholesale business, expanding the onboarding of new services and partners-a testament to the modular, cloud-native principles underpinning the solution.

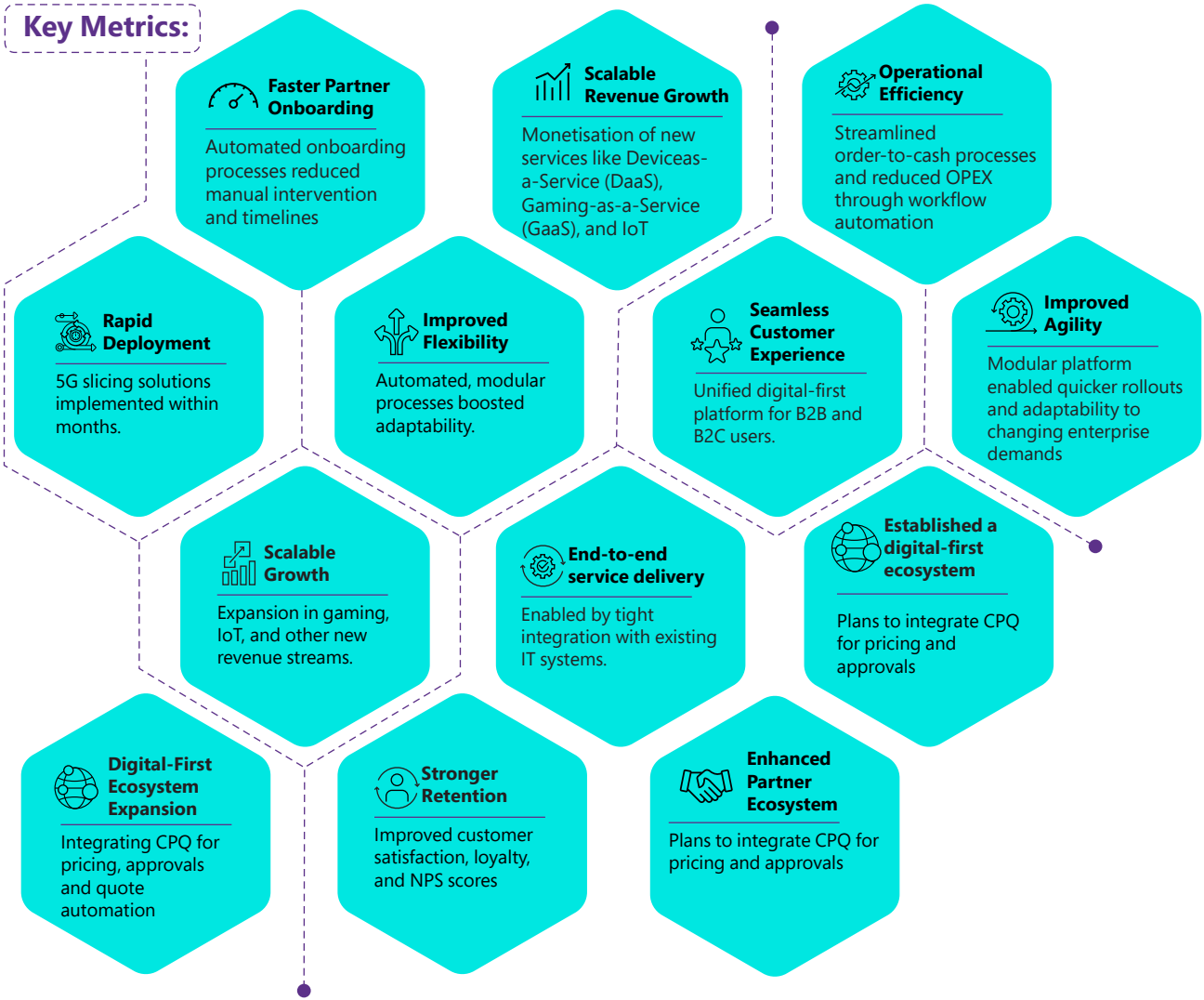**Comviva and Belgium's leading CSP's approach prioritizes:**

Open and modular architecture for ecosystem interoperability.	Cloud-native applications for performance, resilience, scalability, and automation.	Modern lifecycle management for deployment, upgrades, and decommissioning.

Results & Achievements

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This partnership with Comviva yielded quantifiable results, establishing a standard for the monetisation of 5G in the telecommunications industry:

Key Metrics:

Faster Partner Onboarding

Automated onboarding processes reduced manual intervention and timelines

Scalable Revenue Growth

Monetisation of new services like Deviceas-a-Service (DaaS), Gaming-as-a-Service (GaaS), and IoT

Operational Efficiency

Streamlined order-to-cash processes and reduced OPEX through workflow automation

Rapid Deployment

5G slicing solutions implemented within months.

Improved Flexibility

Automated, modular processes boosted adaptability.

Seamless Customer Experience

Unified digital-first platform for B2B and B2C users.

Improved Agility

Modular platform enabled quicker rollouts and adaptability to changing enterprise demands

Scalable Growth

Expansion in gaming, IoT, and other new revenue streams.

End-to-end service delivery

Enabled by tight integration with existing IT systems.

Established a digital-first ecosystem

Plans to integrate CPQ for pricing and approvals

Digital-First Ecosystem Expansion

Integrating CPQ for pricing, approvals and quote automation

Stronger Retention

Improved customer satisfaction, loyalty, and NPS scores

Enhanced Partner Ecosystem

Plans to integrate CPQ for pricing and approvals

Pioneering the Future: Belgium's CSP Sets the Standard for 5G Innovation and Growth

The case study highlighted here underscores how this customer's flexible, standards-based architecture positions it to extend this approach to future services.

Potential future applications include:

- **Technology Service Providers:** Offering modular solutions across digital and professional services.

- **Connected Cars:** Supporting evolving mobility and digital in-vehicle experiences across geographies.

- **Utilities:** Facilitating smart-meter integrations, energy-saving services, and digital-first customer experiences.

- **Smart Cities:** Enabling complex, multi-level business models that combine sensors, devices, and digital services.

This tech-first Digital Services Provider in partnership with Comviva, is poised to lead the next era of 5G innovation and digital transformation-delivering agile solutions for customers and partners alike.

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Comviva simplifies business complexity. Our innovative portfolio of digital solutions and platforms brings 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 the benefits of digital and mobility to billions of people around the world. Comviva is a completely owned subsidiary of Tech Mahindra and a part of the Mahindra Group.

For more information, visit us at **www.comviva.com**