What's Driving BSS Transformation for Leading CSPs?

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Introduction

The Current Landscape

From ordering pizza through your smartphone to tracking your health and fitness, millennials are leading the change to an increasingly digital lifestyle. Subscribers want to stay connected not only with their family and friends, but also with global news and events.

This digitization of the human experience is expanding into more and more places, with growing smartphone penetration and the emergence of Internet of Things (IoT). Today, subscribers want to order a cab, book a flight, buy a product, make a payment, listen to music, watch a film, or play a game remotely. These real-time consumer requirements must be met by the communication service provider (CSP) in order to create an effective customer experience.

New Expectations for the Modern CSPs

In order for the digital world to exist, function and innovate, we need connectivity. Connectivity is the life-giving oxygen to the digital world. CSPs provide that connectivity, and in doing so, they bring more people into the digital world. It is important for CSPs to meet the evolving demands of their subscribers, requiring them to rethink and re-bundle their services to resonate with the digital lifestyle of their subscribers. Today, CSPs need to satisfy customer expectations and create a better digital experience for them.

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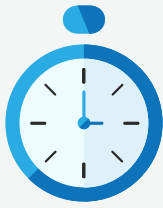
Reduced Time to Market

Enhanced Operational Efficiency

Enhanced Customer Experience

Reduced Cost

Why Consider a BSS Transformation?

In recent years, the rapid development of digital services and the growing threat from OTT players has forced CSPs to rethink their BSS architectures. For CSPs, agility has become a key business driver. The ability to react to market demands in real time is a necessity. To manage and deliver these ever-increasing customer demands and provide the best customer experience, CSPs have to consider a BSS transformation.

Business Drivers	Legacy System	BSS Transformation
Time to Market	Launching new services is time consuming because of complex systems and dependencies on hardware and software vendors that may contain proprietary code. Launches can take days to months.	CSPs are able to create, launch, deliver, and manage services efficiently in a matter of a few hours with a flat IP-centric architecture, with features enabling swift changes and testing.
Operational Efficiency	Complex proprietary systems drive up operational touch-points and complexity, perpetuating slow organizational processes.	CSPs can streamline their operational and business processes by reducing their dependencies on multiple vendors and systems, allowing faster changes.
Customer Experience	CSPs are limited by features in their legacy systems and cannot keep up with the demands of their customers and adaptation to a digital lifestyle.	A digital BSS offers a comprehensive portfolio of modules for preparing, delivering and measuring customer experience throughout the entire customer lifecycle, enabling CSPs to create personalized offers.
Cost	Initial capital expenditure is very high and operational expenditure is equally as high because of the required managed services from legacy vendors and costly change requests.	A digital BSS framework deploys easily and requires far less maintenance than a legacy system, translating directly into lower total cost of ownership and lower ongoing operational expenditure.

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Alepo BSS Transformation Solution

The Alepo BSS Transformation Solution enables CSPs to evolve their existing network and IT infrastructure to streamline business processes and operations. The solution provides a more agile and convergent network environment that enables CSPs to launch innovative mobile offers and service bundles--faster than ever! With Alepo's BSS Transformation Solution we ensure that the business objectives of the CSPs are addressed throughout the entire transformation journey. The aim is to enable CSPs to readily offer advanced and competitive data offers, helping to position them as a leading, customer-oriented service provider:

With Alepo's BSS Transformation Solution, CSPs can offer differentiated services, improve customer experience, and streamline business processes.

What's more, with Alepo's BSS Transformation Solution, CSPs are able to combine multiple communication services: voice, data, content, VAS across any access technology: 3G, LTE, WiFi, xDSL, FTTx, WiMAX, in a single, truly convergent BSS environment. This affords multiple benefits to CSPs, including reduced complexity and operational costs, the ability to create bundled services, cross-sell, and up-sell promotions.

Key Features & Benefits

Alepo's BSS Transformation Solution breaks through the traditional ideas of "Back Office" software. Discover the key advantages of the solution and how it can transform your business and network environment.

- **Drive Up Business Value & Revenue:** Unlock new data revenue opportunities and drive up business value with the Alepo BSS Transformation Solution. Create granular service offers that are profitable and resonate strongly with customers, with real-time charging and rating capabilities. Decrease time to market of new, innovative products and services and stay ahead of the competition. Configure new product offers easily and deliver them instantly with an automated, global product and service catalog.

- **Transcend Generations & Technologies:** Converge multiple generations and technologies onto a single, unified platform. Consolidate data services and technologies to achieve fixed-mobile convergence, and to dismantle barriers in creating cross-sell and upsell opportunities. For example, a subscriber with a residential multiplay plan (voice, video & internet) can use her account to purchase a one week WiFi hotspot pass.

- **Redefine the Customer Experience:** Reach new heights in customer management, and deliver on the ideal customer experience without weighing down network or staff resources. Alepo's solution is built with the customer in mind, including such customer-centric features as real-time alerts and notifications, segmented offers and promotions, mobile web self-care, and more.

- **Optimize Network Performance & Reliability:** Alepo's BSS Transformation Solution is performance driven. From concept, to design, and operation, Alepo focuses on delivering the most robust, advanced software solutions available on the market and delivering five nines availability in an always-on environment.

- **Protect Investments with Proven Success:** For nearly a decade, Alepo's BSS Transformation Solution has helped leading service providers around the world. With multiple deployment modes, Alepo's solution can be implemented in a fixed, mobile or convergent network environment, assuring service providers of a tested and proven solution. All Alepo projects are backed by 24×7 ongoing support and an experienced team of engineers, project managers, integration specialists and SMEs.

- **Reduce OPEX & Ease Daily Management:** Automation is a primary design principle of Alepo's BSS Transformation Solution. This, combined with the sleek and intuitive enterprise portal, creates a software environment that efficiently reduces OPEX, eases daily management, and lessens the potential for errors.

- **Modular Architecture:** Alepo's BSS Transformation Solution has a modular architecture, readily adaptable to a service provider's evolving business needs. This modularity reduces total cost of ownership as well as the burden of an over-engineered solution. Modules can be implemented as needed, making it a future-ready solution that grows alongside any business.

- **Multiple Deployment Models:** Alepo's software can fit any network environment through multiple deployment methods such as on-premise, private cloud, public cloud, VNF, or a hybrid approach.

For more details please click here.

With an aim to improve Muni's network operations and achieve real-time service creation capabilities, Alepo offered complete carrier-grade solutions for advanced policy control, real-time charging and billing, roaming and interconnect billing, and more.

An Alepo Success Story

## Muni modernizes its mobile network with an Alepo BSS Transformation solution

Green Com S.A., a major incumbent mobile operator in Central Africa operating under the brand name Muni, partnered with Alepo to transform its legacy BSS environment in order to support new 3G voice, data, and roaming services and to drive up revenue and ARPU of those services.

Solution Features & Highlights

- **Network Transformation |** Alepo successfully modernized the conventional legacy network, helping the operator to launch new 3G network services on a future-ready platform and realize service, IT and operational excellence.

- **Reduced Vendor Dependence |** Alepo reduced Muni's dependency on various vendors for resolving network issues by providing a single back-end solution.

- **Revenue Generating Data Offers and VAS |** The Alepo solution helped Muni to launch impressive hyper-contextual mobile data offers, promotions, and VAS that boosted revenues from voice and data.

- **24/7/365 Business Support |** With Alepo's managed services offering, Muni is now assured of quick resolution of change requests and user queries.

Click here to read more.

Key Project Outcomes
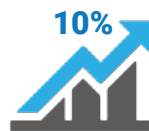
| 10% Increased Revenue | 26k Gained New Subscribers | 7.5% Reduced Churn | Personalized Digital Experience |

About Alepo

At Alepo, we turn next-generation data opportunities into reality. Our software and services power operations and billing for digital service providers, enabling them to accelerate revenue growth, market share, and business success.

Through a lean and agile approach to digital transformation, we empower businesses to:

- Welcome disruptive technologies
- Orchestrate a unique customer experience
- Grow, adapt, and evolve with confidence in the network's performance, reliability, and security

Our award-winning technology has helped make Alepo the go-to partner for all things data at leading national service providers like Orange, Saudi Telecom, Digicel. We provide cutting-edge monetization models with business-focused user experiences that allow service providers to tap new markets and revenue sources, while delivering more value to their customers.

Our mature and proven solutions include advanced policy and charging control, convergent charging and billing, customer relationship management, device management, WiFi monetization, WiFi offload, AAA, and more. We offer expert professional services: consulting and design, managed services, training, and support – our solution integration team has a success record that is the envy of our peers.

With its corporate headquarters in Austin, Texas, Alepo has a presence in all regions of the world, including offices and representatives in Latin America, North America, Asia Pacific, Africa, the Middle East, and India.

For more information, please visit www.alepo.com.