

Comarch Dealer Management System Implementation

Vivacom

Improvements in dealer care processes are one of the key strategic dimensions when targeting an increase in sales. Proper dealer care management allows reaching the projected sales volume through the complex usage of various sales channels. Along with development in the global IT & Telecommunication sector, new challenges, perspectives and market requirements have appeared that directly affect the entire BTC group (Bulgarian Telecommunication Company) and its mobile division – vivacom.

The Business Need

In order to meet these challenges, vivacom required permanent control and enhancement of its dealer channels. Considering the complexity and numerous IT systems in use, different development strategies were applied. As a result, Comarch was asked to deliver and support a dealer management system dedicated for the mobile division. This system is currently being used in several hundred sales centers throughout Bulgaria and is fully integrated with a Point-of-Sale management system in all vivacom branches.

The key goals:

- achieve increased business control over dealer channels
- increase automation and manageability over various functions and operational elements between back office operations and Points of Sale
- increase sales
- reduce the time required for complete service activation

Vivacom project: The numbers

- Over **2** years of cooperation with Comarch
- Over **500** post-paid SIMs sold every day
- Over **650** shops using DMS
- Over **3500** users of DMS
- Over **4000** transactions performed every day.

The Approach

Operators must react timely to the frequent and dynamic changes in the market, in order to best align their offer to customer needs. The vivacom case was no exception. Therefore, specifications of the system to be delivered evolved significantly during the implementation phase. Since there was little time for development, implementing the system was not an easy task, considering the strict four-month schedule imposed by vivacom. Fortunately, Comarch's highly motivated and devoted specialists were able to deliver the expected results on time. From a technical perspective, the most important priority for vivacom was in the delivery of flexible interfaces for the numerous IT systems already deployed in the architecture.

Comarch Dealer Management System (DMS) is a centralized, light and easy to use solution which facilitates sales of a wide range of services, including GSM post-paid, and payment receipt (invoic-



Customer:

Vivacom

Industry:

Communications

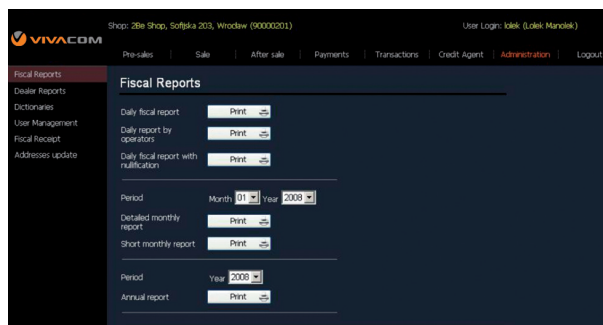
Vivacom is the newest mobile operator in Bulgaria. It started operating in November 2005, receiving a GSM operator license in June 2004 and a UMTS license in May 2005. The 3G network was launched in April 2007. The company is 100% owned by BTC Ltd., which is the main telecommunication operator in the country. At present, vivacom enjoys unprecedented growth and popularity in the Bulgarian telecommunication sector. In less than two years after launching the number of clients, the company maintained exceeded 1,000,000. The company's market share is over 10% with 99% coverage of the population.

Comarch products & services:

- Comarch Dealer Management System (DMS)

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ing and cash receipt) through 3rd party dealers as well as BTC's own shops. The project was a rapid deployment of a web-based application with Bulgarian and English language interfaces, and integrated with the client's existing systems: CRM, billing, ERP and POS management.



Project scope:

- Customer, account and contract registration / modification
- Service activation / deactivation / suspension
- Printouts
- On-line integration with external systems

Why Comarch?

Comarch has extensive experience not only as an independent software vendor but also as a world-wide systems integrator. Our potential enables us to provide customers with an end-to-end solution while integrating it with existing systems.

„Comarch's Dealer Management System has allowed vivacom to bring a new level of support to our customers. Consumers are able to walk into any retail outlet selling vivacom post-pay services, Select a number and have their service activated within ten minutes; often before they have even left the shop. This improved customer support has been an important part of making the launch of vivacom's consumer post-pay product such a success“ – said John Melton, former CIO, vivacom.

The Result

Comarch DMS currently supports the sale of vivacom telecommunication services through third-party dealers and BTC's own shops.

Implementation of Comarch DMS for vivacom began in November 2005 and was completed in March 2006. Since then, further versions of the system have been released for vivacom. System functionality has grown significantly since the roll-out. System updates are released at least once a month.

Business processes covered:

- sales processes; pre and post-paid services, pre to post-paid migration, mobile number portability, ADSL (a service of parent BTC company)
- payment processes; invoice payments, advanced payments, payments for other services
- pre-sales processes; checking MSISDN and number range availability, number and range reservation
- post-sales processes; pre-paid service registration

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About Comarch:

Since 1993, Comarch has been specializing in designing, implementing and integrating solutions and services for telecommunications operators. Experience gained throughout this period, in addition to its knowledge of the latest industry trends led to the development of a wide customer portfolio that spreads across 4 continents and includes the biggest market players: T-Mobile, Telefonica O2, as well as MVNO operators such as Auchan Telecom, France. Comarch customers' satisfaction has always been the strongest confirmation of the quality of its solutions in the areas of billing and inter-partner settlements, as well as management of telecommunications networks and services. The Comarch offering for telecom operators is primarily addressed to **Fixed, Cable and Broadband Operators, Mobile Operators, Wholesale Departments, MVNO/MVNE Operators, ISPs and VoIP Operators and Content Providers and IPTV Operators.**

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Comarch Spółka Akcyjna with its registered seat in Kraków at Aleja Jana Pawła II 39A, entered in the National Court Register kept by the District Court for Kraków-Śródmieście in Kraków, the 11th Commercial Division of the National Court Register under no. KRS 000057587. The share capital amounts to 7,960,596.00 zł. The share capital was fully paid, NIP 677-00-65-406

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