KANSYS

CASE STUDY

cablebahamas
technology unleashed

aliv

Error-free business support system results in

16% market share four months after launch

Kansys delivered a nimble system in under 23 weeks to provide ALIV with flexible customer and revenue management.

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The Client
aliv
MOBILE
COMMUNICATION
SERVICES PROVIDER

Overview

The Bahamas second and newest mobile operator, ALIV, is committed to giving their customers what they want – a reliable mobile network and a wide range of service offerings. Priding itself on a customer-centric approach, ALIV understands that meeting and quickly reacting to market demands is critical to acquire customers and grow market share.

Looking to work with experts to help them achieve this goal, ALIV turned to Kansys, a nimble system integrator to develop a fully integrated Business Support System (BSS). Kansys chose Kansys Edge, a flexible billing system, as the core platform around which the BSS system was designed.

The Challenge

April 2016 was a turning point for a new mobile operator in The Bahamas. After a two-year negotiation, The Bahamas government granted the country's second cellular license to ALIV, part of Cable Bahamas. The company was so new that it was simply referred to as NewCo and employed only two full time executives. Building a company from the ground up – developing back office systems for revenue and customer management is a massive undertaking in the best of circumstances.

With a government imposed deadline to launch by November 2016, NewCo faced unique challenges in its journey to become ALIV.

1. Compressed Time Frame

Working against an aggressive deadline, the mobile operator was set to launch operations in 8 months.

ALIV needed a full-service, end to end BSS solution that was flexible and powerful enough to make them competitive, but at the same time extremely intuitive for system users. This end to end solution would need to include order management, selfservice care through a portal and mobile app, a Customer Support Representative portal, product catalog and provisioning – all integrated within a single system.

2. Open-Ended Design Requirements

While the goal was clear, ALIV expected the requirements for the system to shift and evolve throughout the architecture design process. As new executives and staff were hired, new requirements would need to be incorporated into the solution.

While changing requirements often means more cost, for this launch, changes could not result in exceeding project estimates.

Key Achievements

< 23 weeks

End to end, feature rich, fully integrated BSS system delivered in under 23 weeks.

+ 3,000
customer enrollments

Error-free activation success enabled over 3,000 customer enrollments on day one.
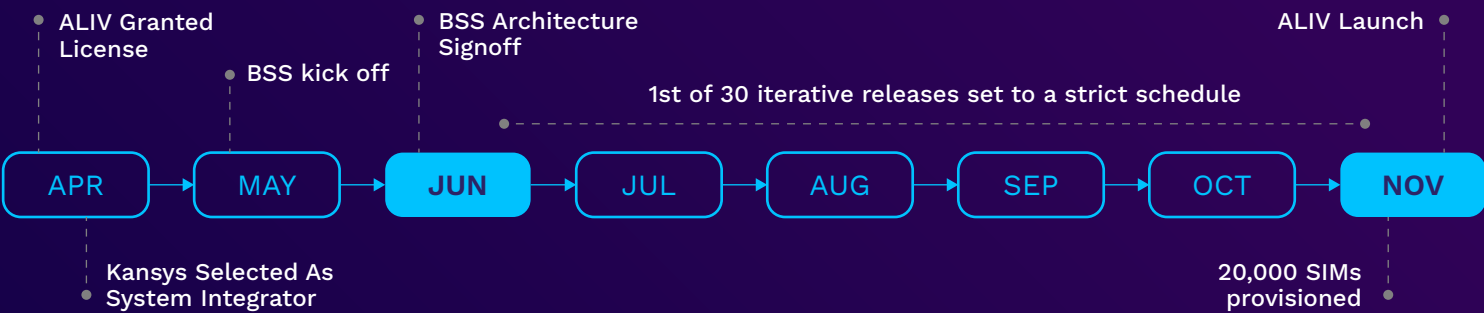
Quick launches

BSS configuration allows new products and services launched in hours, not weeks or months.

"

We are committed to delivering great service at great value to the people of The Bahamas. The technology foundation provided by Kansys enabled us to launch operations quickly while ensuring the flexibility to grow into new markets, services, and opportunities."

ALIV

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ALIV timeline to launch

ALIV Granted
License

BSS kick off

BSS Architecture
Signoff

ALIV Launch

1st of 30 iterative releases set to a strict schedule

| APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV |

Kansys Selected As
System Integrator

20,000 SIMs
provisioned

3. Market Newcomer

As a newcomer to a market previously dominated by one operator, ALIV would be able to acquire some customers immediately due to pent up demand.

However; ALIV did not want to be just "the other operator". Meeting the ambitious goal of 47% market share within 3 years of launch would require more than the acquisition of the competitor's dissatisfied customers. With this in mind, ALIV set out to deliver groundbreaking consumer plans and exemplary customer care. The ability to launch new plans to the market quickly requires technical independence that empowered ALIV to stay ahead of customers' needs.

ALIV wanted to empower product marketers to make these changes rather than rely on expensive and time-consuming change requests.

Overcoming the Challenges

Understanding the unique challenges of a compressed time frame, ongoing changes to the design requirements and being new to the market, ALIV sought out experts in BSS design and implementation. They recognized a key to their success would be in selecting a System Integrator with deep knowledge of billing systems who could be agile in their approach to developing the solution.

With extensive experience in billing, customer service and business support systems, Kansys was selected to design, configure and integrate dozens of back office systems. Central to this solution was the Edge, that Kansys choose to serve as the central core system driving billing and CRM functionality.

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The Solution

With a commitment to provide choice, value and service, ALIV wants customers to stay because they love the service not because they are locked into a contract. Key to meeting this goal is a BSS configuration like no other – one that informs, empowers and advances.

Kansys designed and implemented an end to end quote-to-cash solution built around the Kansys Edge to do just that. Designing a solution containing 22 systems requires a unique central platform that supports easy and flexible integration with each component. Kansys Edge was chosen as the core solution because of its extensible architecture and services – all of which support flexibility within the system and ease of integration across other systems.

Solution Architecture

Kansys' extensive BSS experience ensured that a structured design approach would drive the overall solution architecture. At the same time, because of not yet known requirements, Kansys needed to leave room for changes.

With Kansys Edge inherently flexible design, Kansys knew that was the right solution. While architecture sign off does not typically occur until all vendors are selected and in place, this was not an option given the extremely pressured time frame. Only 5 of the 22 vendors had been selected at that time when the initial architecture was agreed on. To ensure successful implementation of the ongoing design, the actual system was built through a series of iterative releases set to a strict schedule. Kansys delivered:

End to end
Quote-to-Cash solution
providing core CRM and
Billing functionality.

Web services-based
integrations whenever
possible, using APIs
and services.

Enterprise visibility within a
single solution – integrated
and ancillary systems
provide data records.

Self-Care Portal and Mobile App

ALIV is committed to empowering customers to make more informed choices and save money. Through an easy to use app and self-care portal, ALIV customers can monitor their available minutes, text and data usage. They can top up or change plans – something product managers say new customers are doing as they try to figure out what's best for them and their wallet.

Designed by Kansys, the self-care portal and mobile app:

Account Control	Management	Consistency
Allow users to manage their accounts with balance inquiries, usage information and notifications.	Supports an intuitive experience for viewing and ordering subscriptions.	Offer continuity in experience – the self-care portal has "mobile" look and feel that mirrors the mobile app.

Kansys was able to address every challenge or hurdle that was encountered along the way. And it was done without expensive change control."

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Order Management

The process of capturing customer information often means supporting many channels and must be error proof. ALIV wanted a seamless process that would register customers for service through their preferred channel. Some customers prefer self-service means such as mobile app, online portal or IVR while others chose live assistance in stores or over the phone with a CSR.

To support the series of steps needed to sign up a residential or commercial customer, Kansys designed an order management interface with workflows, extending its functionality.

- Supports multiple preconfigured workflows – inputs can be days or hours apart.

- Customization of activities to allow input from anything – manual sources or integration with upstream and downstream fulfillment platforms.

- Flexible XML-based order context to support information sharing from external systems.
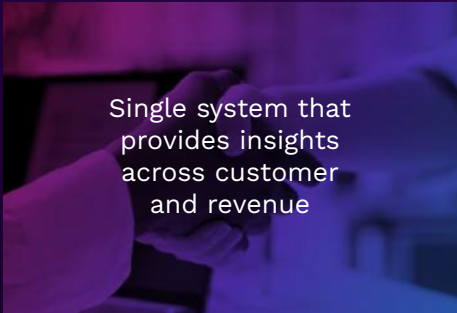
Product Catalog

ALIV wants a plan for every customer and intends to roll out a suite of new offers. Launching initially with two plans, ALIV intended to analyze the data, listen to the market and then introduce new plans. To remain competitive in any market, making the right mix of products and services available to customers quickly creates a competitive edge above the competition.

Accessed through the CSR Portal based on user rights, the powerful features of Kansys Edge product catalog support three-click service creation using a wizard-like approach. The plans are then made available through every customer registration channel; the app as well as the self-service and CSR portals. This was the technical independence needed for ALIV to empower its employees to quickly roll out new products and services.

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The Results

In just 23 weeks, using an agile development approach that included 30 releases, Kansys delivered an easy to use system that went live by the government imposed deadline. The key to this success was Kansys' extensive knowledge and expertise, along with their proven and flexible billing system. This enabled Kansys to deliver a BSS configuration like no other—one that informs, empowers, and advances.

> " All systems integrate with Kansys Edge and because of that, I have one place to go for anything that I need to run my business."
>
> **ALIV**

INFORMS

Single system that provides insights across customer and revenue

The easy to use system decreases CSR training time and errors

ADVANCES

Product catalog will evolve with them

System design is a competitive edge

EMPOWERS

Product Catalog that supports three click service creation to launch new plans quickly

Self-care enable customers to have full control of their usage

With The Bahamas as the base, ALIV's long-term goal is to become an international brand. The foundation built by Kansys is designed for global support, featuring multi-language and multi-currency capabilities. When ALIV is ready to extend its brand beyond The Bahamas, the solution designed by Kansys will be ready to grow with them.

Contact us

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Request a Demo