

Comarch has successfully implemented Dealer Management System at vivatel Bulgaria

Dealer Management System for vivatel

Case Study

Project goals and reasons for the initiation of the project

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 – vivatel.

In order to meet these challenges, vivatel 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 vivatel branches.

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

vivatel project: the numbers

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



vivatel

Vivatel 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, vivatel 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.

The partners involved and their reasons for involvement

There was no need to engage subcontractors / partners for this project. 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.

Difficulties encountered and overcome

Operators must react timely to the frequent and dynamic changes in the market, in order to best align their offer to customer needs. The vivatel case was no exception. Therefore, specifications of the system to be delivered evolved significantly during the implementa-

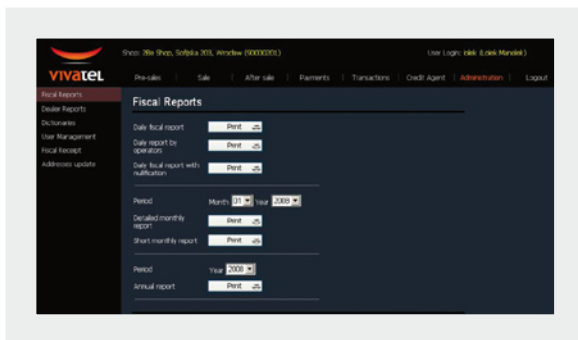
tion phase. Since there was little time for development, implementing the system was not an easy task, considering the strict four-month schedule imposed by vivatel. Fortunately, Comarch's highly motivated and devoted specialists were able to deliver the expected results on time. From a technical perspective, the most important priority for vivatel was in the delivery of flexible interfaces for the numerous IT systems already deployed in the architecture.

Project scope

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 postpaid, and payment receipt (invoicing 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



Customer testimonial

„Comarch's Dealer Management System has allowed vivatel to bring a new level of support to our customers. Consumers are able to walk into any retail outlet selling vivatel postpaid 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 vivatel's consumer postpaid product such a success” –said John Melton, former CIO, vivatel.

Project performance

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

Implementation of Comarch DMS for vivatel began in November 2005 and was completed in March 2006. Since then, further versions of the system have been released for vivatel. 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 postpaid services
 - pre- to postpaid 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
 - prepaid service registration

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