



NOVA CASE STUDY

Nova Energy expands its service offerings
by launching MVNO mobile services
with Optiva

Case Study Summary

- Nova is a New Zealand-based multi-utility energy and telecommunications service provider
- **15,000** mobile subscribers were added in the first year of the mobile service launch.
- Optiva is proud to add Nova as its **first MVNO in New Zealand**.

Customer Background

Nova Energy, is a New Zealand-owned company offering electricity, natural gas, broadband, EV charging, and mobile services to New Zealand homes and businesses. Optiva worked with Nova to launch mobile services in mid-2023. Nova now offers a broad range of mobile plans to its subscribers

Customer Opportunity

With Nova's existing customer base of over 85,000 energy and broadband customers in 2023, the company saw a potential to strengthen its market position by adding mobile to its service offerings. Additionally, it was also seeking new customers to adopt its mobile services

As a first step to launch mobile services, Nova partnered with ***2degrees***, a major New Zealand mobile network operator (MNO) to enable its mobile services as a new Mobile Virtual Network Operator (MVNO).

Nova was looking for an agile, flexible, and scalable solution from an experienced BSS vendor that would help Nova to launch an MVNO and help it navigate the challenges of the telecom world. After careful evaluation, Nova then chose Optiva as its mobile provisioning and billing partner.



Solutions

- Nova deployed Optiva's flexible and scalable BSS solution, Optiva BSS Platform, on a private cloud. Nova, 2degrees, and Optiva worked together to launch Nova's mobile service within 12 months.
- Optiva's BSS platform offered a real-time telco charging and billing engine and mobile services catalog which was integrated with Nova's customer management and billing systems supporting their integrated offering including telecom and utilities. The solution enabled the swift MVNO customer lifecycle management from new account creation, SIM changes; mobile changes; subscriber port-in; subscriber suspending, deactivating, and revoking services; service provisioning; and more
- The latest-generation mobile services catalog with out-of-the-box capabilities enabled the fast creation of Nova's new plans, to their unique specifications. Automated testing capabilities helped them in reducing errors for MVNO launch and as well as the subsequent launch of the plan and new offer
- Optiva's BSS solution's comprehensive user administration functionality facilitated the hierarchy model, making it easier for Nova to offer multi-saver family plans, group plans, data sharing, and discounts. A real-time rating and charging of network events gave subscribers instant usage of voice, text, and data services. OBP supported the individual or bulk invoicing processes for mobile services. As part of the invoice generation process, it also helped Nova assess all taxes at the time of invoice creation and provided the ability to assign a tax authority and a tax rate to each transaction type.
- Optiva also helped Nova to set specific subscriber lifecycle processes for its mobile offers and integration with Nova's network provider 2degrees, including SMS, MMS, SMSC, data, provisioning, activation gateway, and more.

The Result



Faster subscribers growth

Working in partnership with Optiva, and 2degrees, Nova has been able to attract 15,000 subscribers to its new MVNO in its first year of operation



Smooth integration

With standard APIs, Optiva enabled easy integration of the mobile services to Nova's existing IT and partner ecosystem ensuring efficient operation



Faster time to market

Nova launched its mobile services in 12 months driving business growth



Access to BSS experts

Optiva's experienced BSS professionals guided the Nova team, who had no previous mobile services experience, through each step of their MVNO journey, saving cost and time.



Around-the-clock support

Optiva provided 24x7 support for applications and operations of Nova's mobile services.



Optiva BSS for MVNO will play a critical role in supporting Nova to offer the highest quality customer experience and grow market share in the New Zealand mobile market. Unlike traditional MVNOs dependent on a telecom provider's BSS platform, Nova is the first in New Zealand to launch MVNO operations with its own in-house BSS cloud platform powered by Optiva.

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