



# Optiva

ALL-IN-ONE BROCHURE

# Optiva

## SIMPLIFY. UNIFY. MONETIZE.

# POWERING THE INNOVATORS

Optiva is a leading cloud-native billing, charging, and partner monetization software provider. Our products are available as SaaS solutions and deployable on private and public clouds, including a strategic partnership with Google Cloud. Optiva powers telecom operators and new market entrants, including device manufacturers, MVNOs, MVNEs, and more, spanning over 50 countries.

## OPTIVA SOLUTIONS INCLUDE:



### Optiva BSS Platform™

A best-in-suite solution built for MNO, MVNE, and MVNO business operations, integrated into a convergent platform with modules, including billing, campaign and order management, product catalog, provisioning, settlement, and more.



### Optiva Charging Engine™

A best-of-breed convergent charging and billing solution for any type of service (e.g., mobile, fixed line, OTT, BB, IoT, 5G) with modules, including charging and rating, policy control, payment management, and service control.



### Optiva Partner Monetization™

A platform-as-service (PaaS) cloud-native offering for telcos to extend multiple partner-driven, value-added bundled services to B2C, B2B, and B2B2X customers. The platform handles onboarding, bundling, partner fulfillment, taxation, and settlement.



### Optiva MVNO Hubs™

A unified and multi-tenant BSS-as-a-service for MVNO/Es, leveraging Optiva BSS Platform hosted on Google Cloud infrastructure. Optiva MVNO Hubs support integration with payment gateways, taxation services, and a range of value-added services and can be migrated to a customer's own Google infrastructure.



# WHAT MAKES OPTIVA DIFFERENT?

- Fully integrated and digitally optimized solutions built for speed, agility, and improved customer experience.
- Cloud-native architecture on public and private clouds.
- AI-driven automated operations reduced testing time enabled by 4K+ test cases, Golden Disk, and more.
- Integrated out-of-the-box templates, enabling faster rollout of new propositions in hours.
- Strategic partnerships with Google Cloud, Microsoft Azure, Red Hat, and VMware, including the availability of Optiva BSS Platform and Optiva Charging Engine on Google Cloud Marketplace, allowing customers to leverage committed contract spend.
- SaaS to control costs plus managed services as needed.



**Digital customer experience**



**To launch new telco operations**



**Customer lifecycle management**



**Just hours to roll out a new proposition**

## BSS IN A BOX AS A FULL SAAS



### Infrastructure

- Pay as you go
- Available on Google Cloud marketplace
- Scalability and flexibility
- Low TCO

### Connectivity

- Pre-integrated to MNO\* network
- Well defined deployment process
- Faster time to market

### Software

- Always updated no end of life software
- Out of the box functionalities
- Multitenant
- Future ready (AI, blockchain etc.)



*(in selected geographies)\**

### Managed Services

- 24\*7 support
- Automation enabled
- Monitoring, alarm and fault management
- Business configuration support

### Exclusive benefits for telcos with pre-committed deals with Google Cloud:

- Draw from GCP customer commit via Marketplace transaction
- Unified invoicing
- BSS modernization
- Easy procurement

Telecom innovators worldwide partner with Optiva to achieve their business goals and accelerate their path to monetization. Our worldwide deployments are for telecom operators of all sizes and new market entrants, MNOs, MVNOs, MVNEs, digital brands, and embedded connectivity devices reflects the flexibility of our products and people.





# Optiva

## PRODUCTS



Optiva  
**BSS Platform™**



Optiva  
**Charging Engine™**



Optiva  
**Partner Monetization™**



Optiva  
**MVNO Hubs™**





# Optiva BSS Platform™

Full revenue and customer management suite built for digital telcos, MVNOs, MVNEs, and digital brands that are delighting their customers with innovation and speed.

## Key characteristics of Optiva BSS Platform:

- Full BSS suite with revenue and customer management
- Digital BSS with automation, digital processes, and user interfaces built-in
- Supports end-to-end digital customer journey and experience
- Mission-critical and proven technology
- Highly scalable with cloud-native, available on private and public cloud

## OPTIVA VALUE

Optiva three-layered approach to delivering value ensures that our customers enjoy a world-class product backed by modern technology and delivery options to suit our customers' requirements. We satisfy all your monetization needs.



### PRODUCT

Full BSS suite for simplified and innovative monetization



### TECHNOLOGY

Cloud-native, open API gateway, centrally managed product



### DELIVERY

BSS in a box - Fully managed on private or public, multi-tenant MVNE, MVNO Hubs

## Our Customers





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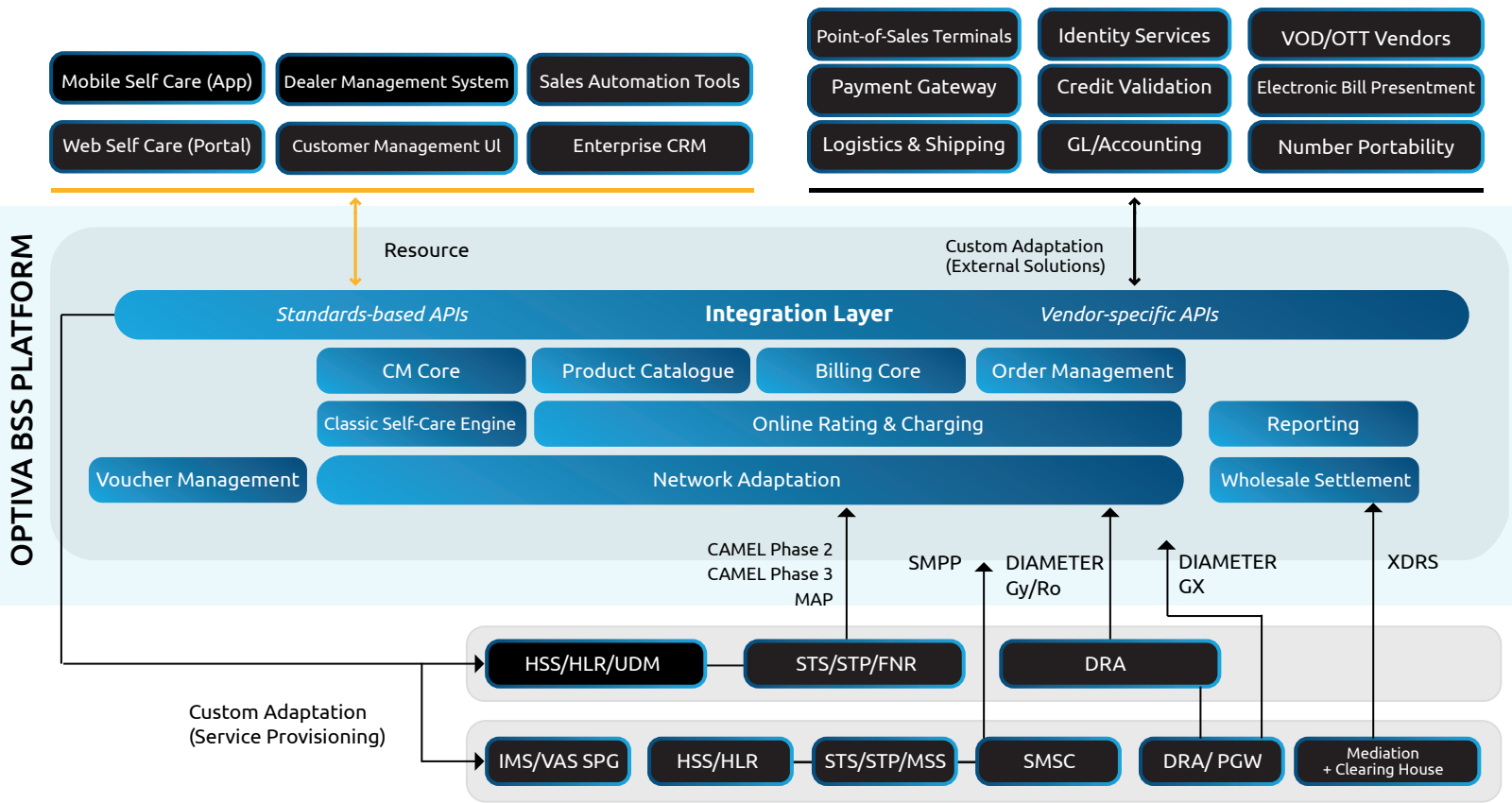
### DELIVERY

BSS in a box - Fully managed on private or public, multi-tenant MVNE, MVNO Hubs

## Our Customers



# Product Architecture Overview



## Product Features

- Real-time online rating, charging, and billing that support multiple billing models out-of-the-box, such as up-front fees, one-time fees, subscriptions, usage-based, recurring, and more.
- Revenue recognition, dunning and collections, and tax management abilities are built into revenue management.
- Digital and fully configurable product catalog and order management with a modern user interface provides speed and agility for new product launches.
- Wholesale management combined with a reporting module fulfills all needs for MVNO/Es.
- Complete customer management, including full life cycle management of customers, dealers, and self-care.



## Technology Stack

- Fully cloud-native software available on private and public clouds with CI/CD upgrades and updates.
- Integration layer that supports standard-based APIs and vendor-specific APIs.
- Multi-tenancy at core for maximum TCO and efficiency gains.
- Centrally managed product focusing on productization versus customizations, SDLC best practices, site reliability engineering (SRE) approach for software delivery and maintenance, use of software automation, such as auto-healing, dashboards, alarms, 24x7 monitoring, etc.



## Delivery Models

- BSS in a box - Fully managed software with managed hosting on private or public cloud, managed application customizations, updates, and upgrades, and managed business operations for daily application management and upkeep.
- Strategic partnerships with Google Cloud, Microsoft Azure, Openshift, and VMWare.
- Complete SaaS offering on the public cloud of your choice.
- Optiva MVNO Hubs - Multi-tenant MVNO BSS hubs on Google Cloud with pre-integrated network APIs, wholesale billing, and additional payment services.

## Example use cases of Optiva BSS Platform

**BSS on the cloud for fast-moving digital telcos**

TELUS éxito

**End-to-end BSS for greenfield MVNO/Es**

salam mobile nova energy

**Multi-tenant MVNE on private and public cloud**

Digicel telcel

**Single BSS shared with multiple digital brands, eSIM devices, mobile, and others**

CUY móvil hu.ma.ne

**Optiva**  
www.optiva.com



Ready to accelerate your speed, agility, and partner monetization?  
Let's talk — and we'll share a demo, too! **SCHEDULE A MEETING**





# Optiva Charging Engine™

5G ready, real-time, converged, cloud-native charging solution optimized for the world's largest and fastest-moving telecom innovators.

## Key characteristics of Optiva Charging Engine:

- Fully converged charging for telecom and beyond.
- Mission-critical and proven technology.
- Highly scalable with cloud-native, available on private and public cloud.
- Embedded rating and policy control function.

## OPTIVA VALUE

Optiva three-layered approach to delivering value ensures that our customers enjoy a world-class product backed by modern technology and delivery options to suit our customers' requirements. We satisfy all your monetization needs.



### PRODUCT

Best-in-class product features for simplified and innovative monetization



### TECHNOLOGY

Cloud-native, open API gateway, centrally managed product



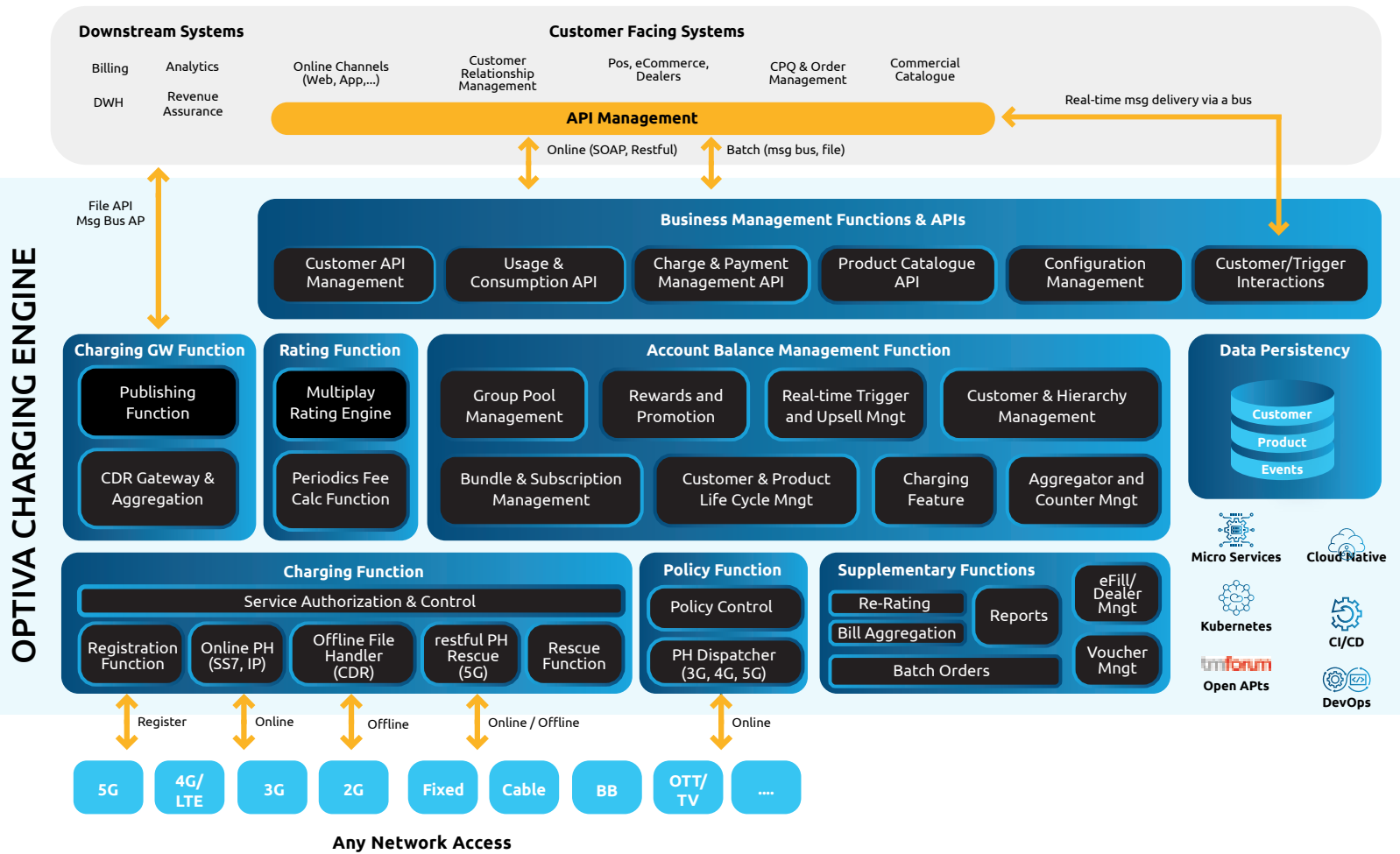
### DELIVERY

BSS in a box - Fully managed on private or public, golden disk, MVNO Hubs, partnerships

## Our Customers



# Product Architecture Overview



## Product Features

- Real-time multi-play charging backed by a universal data model to charge any attribute (SLA, bandwidth), any charging model (subscriptions, bundles, hierarchies), and any business type (mobile, TV, IoT, fixed, etc.)
- Extensive northbound (CRM, partner, wholesale, catalog, billing, payments, etc.) and southbound (EPC, IMS, 5G, IoT, CS, etc.) integrations and protocol support.
- Innovative out-of-the-box monetization capabilities with differentiated rating and charging for use cases, such as shared rating, promotions, periodics, roaming, intelligent upsell, multi-layer hierarchies, multi-service bundles, loyalty programs, and more.
- Business management functions and APIs for end-to-end customer management, product catalog, payments, and usage information.
- Payment management with paper voucher management, electronic vouchers, distributor management, and the payment gateway.
- Policy control function and other functions like re-rating, mediation, aggregation, batch orders, and more.



## Technology Stack

- ▶ Fully cloud-native software available on private and public clouds with CI/CD upgrades and updates
- ▶ API Gateway and real-time, closed-loop feedback with pre-integrated policy for new-age use cases, such as AI, ML, real-time analytics, and customer experience
- ▶ Centrally managed product focusing on productization versus customizations, SDLC best practices, site reliability engineering (SRE) approach for software delivery and maintenance, use of software automation, such as auto-healing, dashboards, alarms, 24x7 monitoring, etc.



## Delivery Models

- ▶ BSS in a box - Fully managed software with managed hosting on private or public cloud, managed application customizations, updates, and upgrades, and managed business operations for daily application management and upkeep
- ▶ Golden disk - Minimal viable product available for new greenfield entrants with OOTB and fully configurable plans and integrations, ready to launch in 90 days
- ▶ Strategic partnerships with Google Cloud, Microsoft Azure, Openshift, and VMWare
- ▶ Complete SaaS offering on the public cloud of your choice
- ▶ Optiva MVNO Hubs - Multi-tenant MVNO BSS hubs on Google Cloud with pre-integrated network APIs, wholesale billing, and additional payment services

## Example use cases of Optiva Charging Engine

Real-time  
5G charging  
- standalone  
and  
non-standalone

VI! KDDI

Tiered bundles,  
large hierarchies  
(B2C, B2B, IoT),  
shared allowance,  
and  
family plans

A1 O vodafone

Multiplay - mobile,  
fixed, broadband,  
IoT, utility  
charging and  
rating

Emirates  
Smartlife TELE2

Beyond mobile  
and improved  
customer  
experience with  
real-time  
feedback loops

BT Group TRUPHONE





# Optiva Partner Monetization™

Unified monetization platform, delivering end-to-end partner lifecycle management and a scalable cloud-native solution for telco-driven B2B2X partner ecosystems.

## Key characteristics of Optiva Partner Monetization:

- End-to-end partner lifecycle management platform for a multi-tier B2B2X ecosystem.
- Bring any partner across industries, use cases, and business types.
- Monetize any and everything with real-time billing, rating, and charging.
- Build a complete and catalog-driven digital marketplace with up-sells, promotions, campaigns, partner, tax, and payment management.

## OPTIVA VALUE

Optiva three-layered approach to delivering value ensures that our customers enjoy a world-class product backed by modern technology and delivery options to suit our customers' requirements. We satisfy all your monetization needs.



### PRODUCT

Innovative and simplified partner ecosystem monetization



### TECHNOLOGY

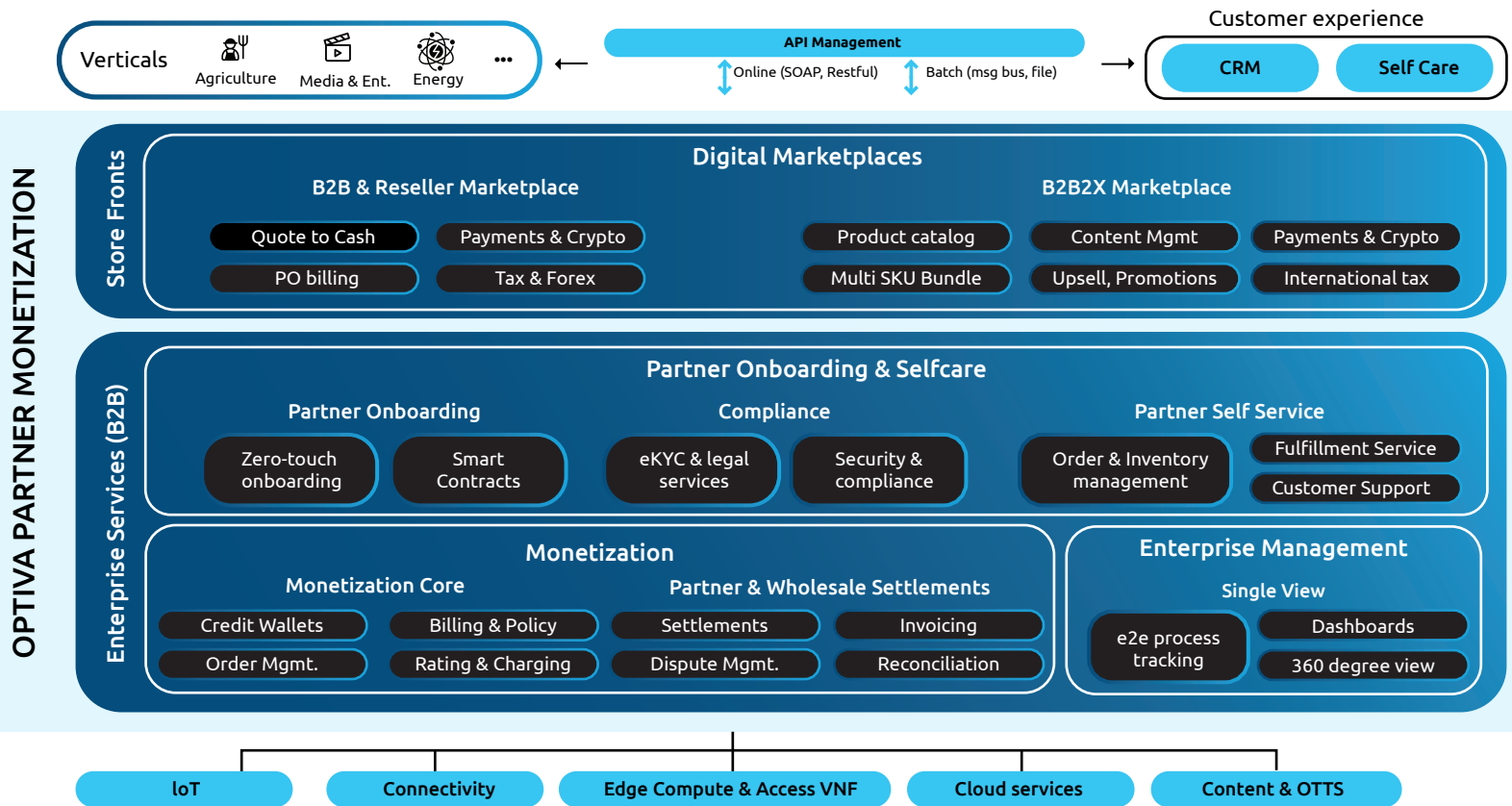
Cloud-native, marketplace, centrally managed, and digital product



### DELIVERY

Fully managed on private or public, B2B & B2B2X, pre-integrated modules

# Product Architecture Overview



## Product Features

- The four core elements of Optiva Partner Monetization are - digital partner management, digital catalog manager, billing and multi-partner settlement, and marketplace.
- Develop and monetize a complete partner ecosystem with billing and multi-party settlement, partner onboarding and integration, service management and bundling, and self-serve.
- Simplified and automated onboarding supported by digital and real-time processes.
- Monetize anything and everything ranging from any industry, any connectivity type, any software, any technology, or any device.
- Single dashboards to provide a centralized view across the ecosystem to all players.



## Technology Stack

- Fully cloud-native software available on private and public clouds with CI/CD upgrades and updates.
- Digital and automation at core with pre-integrated value-added services, such as tax, foreign exchange, payment services, and more.
- Centrally managed product focusing on productization versus customizations, SDLC best practices, site reliability engineering (SRE) approach for software delivery and maintenance, use of software automation, such as auto-healing, dashboards, alarms, 24x7 monitoring, etc.



## Delivery Models

- Fully managed software with managed hosting on private or public cloud, managed application customizations, updates, and upgrades, and managed business operations for daily application management and upkeep.
- Strategic partnerships with Google Cloud, Microsoft Azure, Openshift, and VMWare.
- Complete SaaS offering on the public cloud of your choice.

## Example use cases of Optiva Partner Monetization

**B2B2C digital subscription products - OTT, streaming, gift cards and more**

**Complete B2B2X partner marketplace with build your own bundle**

**B2B enterprise segment extending to B2B2X portal**

**eSIM and IoT devices marketplace with embedded connectivity**





# Optiva MVNO Hubs

## FAST TRACK YOUR BUSINESS WITH AI-POWERED MVNO AS A SERVICE

Today's digital customers demand service providers that deliver personalized services and an exceptional digital experience tailored to their needs and lifestyles. Mobile virtual network operators (MVNOs) are emerging as a powerful solution globally. They offer opportunities to generate new revenue by addressing the specific requirements of distinct customer segments, including innovative offerings for students, homemakers, youth, millennials, health providers, and loyalty programs.

Many new MVNOs face significant obstacles due to legacy business support system (BSS) platforms provided by underlying mobile network operators (MNOs). They also face challenges implementing critical functionalities such as billing, charging, payment, and taxation, making it challenging to launch and successfully operate a new MVNO.

### MVNO CHALLENGES INCLUDE:

- Managing complicated MVNO business support systems and operations without telecom expertise.
- Scaling MVNO operations with agility as subscriber base grows.
- Providing an exceptional digital customer experience.
- Creating personalized promotions based on real-time customer behavior.



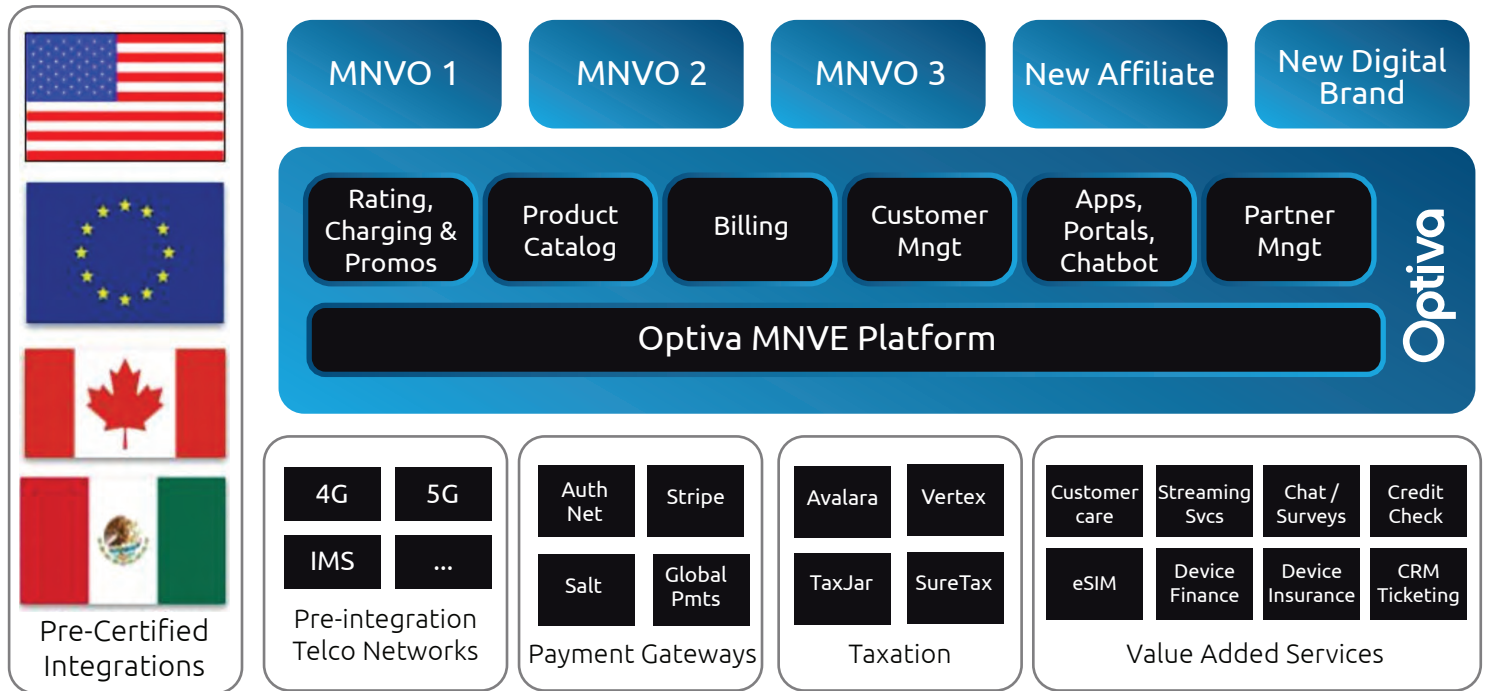
### INTRODUCING OPTIVA MVNO HUBS POWERED BY GOOGLE CLOUD

With 25 years of experience serving telecom operators, MVNO/Es, and digital brands in over 50 countries, Optiva accelerates time to market for telecom innovators. [Optiva MVNO Hubs](#), powered by Google Cloud, empowers you to build and sustain a successful MVNO operation without the complexities, delays, and costs of traditional platforms.

Elevating BSS-as-a-service to a simplified and unified platform, these regional MVNO hubs provide the complete [Optiva BSS Platform](#) and key MVNO integrations, such as payment gateway, taxation, customer care, dealer portal for rapid onboarding, and more. Its open and standard extendable architecture offers TM Forum and CAMARA Open APIs. It is MNO agnostic and AI-powered, allowing integration with the network of your choice.



### Optiva MVNO Hubs - Share in MNVO Global Expansion



### Optiva MVNO Hubs advantages

- Full suite of **BSS-as-a-service**, including customer management, order management, BSS, self-care, and dealer care.
- Multi-tenant deployment on Google Cloud open integration, supporting multiple MVNEs and MVNOs, can be customized in all aspects (MSDIDN/IMSI ranges, currency, GL codes, product catalog, rating rules, promotions, etc.).
- Pre-integrated into major payment gateways, taxation, value-added, and streaming services.
- Integration with Google Analytics and Google BigQuery for BSS-data-based, AI-powered insights.
- Low upfront costs and a pay-as-you-grow consumption model

### Optiva BSS key features

- Proven **25 years of telecom experience** supporting MVNOs, MVNEs, and digital brands, providing fully digital, highly scalable BSS services to millions of end users.
- Modular multi-tenant, future-proof, feature-rich offering, including flexible real-time charging and triggering, custom management, billing, invoicing, payment, and unified policy control.
- **GenAI automation enablement** embedded to support customer service operations, software management, and test automation.
- 120+ market-proven and ready-to-use OOTB product templates to configure and launch new innovative and competitive offers in minutes.



# Optiva

CASE STUDIES





SIMPLIFY.  
UNIFY.  
MONETIZE.



# LIFECELL AND OPTIVA ENABLED CONTINUOUS CONNECTIVITY FOR UKRAINE IN DANGEROUS TIMES

## Customer Background

As the geo-political situation in Ukraine worsened, the top priority for lifecell was to ensure the continuity of its telecom services to citizens, military, and medical workers. It urgently needed a reliable and flexible solution to quickly and securely implement a self-managed disaster recovery strategy to drive its operations.

## Customer Opportunity

As the geo-political situation in Ukraine worsened, the top priority for lifecell was to ensure the continuity of its telecom services to citizens, military, and medical workers. It urgently needed a reliable and flexible solution to quickly and securely implement a self-managed disaster recovery strategy to drive its operations.

The existing disaster recovery site was near the frontline, and a new safe disaster recovery site was a critical requirement. In addition, because 60% of lifecell employees were unable to work in their local offices, the ability to operate and maintain these systems remotely was mandatory. Without this, the citizens of Ukraine were at risk of losing critical connectivity services.

Despite the war, lifecell was also determined to expand its BSS and charging systems to keep pace with current and future customer needs, including opportunities presented by 5G connectivity and beyond. It had plans to introduce new capabilities via functional enhancements of its existing revenue monetization technology stack, and it aimed to provide expanded support for

## Solution

Optiva's flexible and modern charging and billing platform enabled lifecell's mission-critical telco operations. Optiva's modularity, automation capabilities, and architectural flexibility supported lifecell in setting up new disaster recovery sites in six weeks (45% faster than the competition) at a new and safer location in Ukraine far away from the frontline. Optiva's BSS experts supported full replication of the application and customer data, ensuring reliable and continuous connectivity services critical for citizens of Ukraine during life-threatening and difficult times.

Optiva's team worked hand in hand with the lifecell team. It provided 24/7 remote support for developing and testing disaster recovery applications and data instances, including many non-standard changes, while working closely with other functions as one team. By leveraging AI-driven contextual insights of Optiva's solution and insights from a specialized vendor, lifecell could also implement immediate service suspension for illegitimate service users in less than one minute, preventing nefarious and dangerous activities.



**24/7**

remote support to  
lifecell team



**45%**

Faster setting of disaster  
recovery sites than competition

Optiva has deployed the latest version of its revenue monetization platform, including online charging, billing, product catalog, and voucher management and more. The platform also includes a new interface for 5G core network integration support and will enable lifecell to quickly support 5G charging when the time is right to deploy 5G in Ukraine.

With the new system in place, lifecell can now meet customer needs faster and offer international roaming and the types of plans needed by citizens, medical workers, and the military. By leveraging 100+ built-in, out-of-the-box templates and automated testing frameworks, including thousands of pre-defined test cases, lifecell has decreased the testing period and manual resource requirements, accelerating operational velocity. Optiva has also enabled end-to-end digital customer lifecycle management from service ordering and onboarding to provisioning, change management, and care.



When the war began, our top priority was to protect our customers and their connectivity. Optiva's modern and reliable platform enabled us to deploy a critical new disaster recovery site in just six weeks. Configuration flexibility allows us to configure non-standard products and functionalities.

Optiva also empowered us to implement billing for new services in just several hours. It was critical for keeping Ukrainians connected when so many people were forced to leave their homes and the country.

Despite the crisis, we have undergone a digital transformation and will continue to upgrade and expand our mission-critical systems by working closely with Optiva's professional and highly experienced team and leveraging its BSS solutions to launch 5G services to rebuild our nation.

- **Volodymyr Rusanovych**, Manager, Applications Operations



## Benefits



### Six weeks

To launch new disaster recovery site by leveraging Optiva's modern, modular, and low code monetization platform, ensuring continuous connectivity



### One minute

to digitally register a new subscriber (via bank-id, e-signature, government channel integration Diya, and bank partners) and activation of an eSIM from home



### One day

to launch international roaming services to help people who were forced to leave the country to stay connected to their loved ones



### Seven days

to launch a completely new national roaming service leveraging



### Less than five minutes

for remote mobile number porting (MNP) process, allowing subscribers to make port requests, check status, select tariffs, and set SIMcard or eSIM



### 100% continuity


of the telecom operations by enabling connectivity for Ukrainians

## ABOUT OPTIVA

Optiva Inc. is a leading provider of mission-critical, cloud-native revenue management software for the telecommunications industry. Our products are delivered globally on the private and public cloud. Optiva solutions help service providers maximize digital, 5G, IoT, and emerging market opportunities to achieve business success. Established in 1999, Optiva Inc. is on the Toronto Stock Exchange (TSX:OPT).



For more information, visit our website at [www.optiva.com](http://www.optiva.com).



# OPTIVA CHARGING ENGINE ON GOOGLE CLOUD TRANSFORMS TRUPHONE'S BUSINESS INSIDE AND OUT

## The Customer

Truphone, a global mobile network operator, provides mobile connectivity to consumer and enterprise segments and IoT devices to over 3,500 multinational enterprises. It is renowned for its technological breakthrough products offered worldwide. Headquartered in London, it has 15 offices across four continents and continues to expand globally.

The company, a global network of MVNOs united via a dedicated IP mobile core network to create a single international roaming “zone,” was an early adopter of OTT software to compete against traditional mobile operators.

Truphone is riding the waves of digital transformation and IoT and exponentially growing its embedded eSIM business globally while putting customer experience at the forefront.

## The Challenge

Truphone wanted to plan well for the future in pursuit of its growth strategy. It knew its BSS could be its growth engine or biggest bottleneck. It needed real-time BSS to support flexible multiplay commercial models for existing and new business lines. It also required the agile rollout of new functionalities and features from a complete end-to-end continuous integration/continuous delivery (CI/CD) pipeline and autoscale capabilities to respond quickly to market needs.

Further, it required **agile rollout of new functionalities and features** derived from a complete end-to-end continuous integration/continuous delivery (CI/CD) pipeline to react quickly to market needs and **autoscale capabilities**. Further, Truphone wanted to ensure a **robust and resilient “always-on” environment** and a dynamic commercial model with minimal upfront investment and **“pay-as-you-grow”** method, offering ensured and efficient cloud economics.

For highly competitive markets like 5G and IoT, it needed fast speed to market and an experimental approach to fail or succeed with minimal cost, time, and effort. In addition to rolling out new and innovative products at speed, Truphone wanted to always keep offerings relevant and up-to-date for its global audience.

## The Solution

Truphone’s on-premise online charging system (OCS) and testing and disaster recovery systems were replaced with one OCS on Google Cloud.

Optiva delivered Optiva Charging Engine, a real-time converged charging solution that is 5G ready and updated every 3-6 months through a CI/CD pipeline. Truphone’s upgrade to the public cloud also included a multi-year support agreement with Optiva that will further help Truphone maximize its value, monetization, and results. It estimates that the total cost of ownership (TCO) savings from the move to the public cloud will be approximately 60%.

**Total time from kickoff to production was just five months – one-fourth the industry standard.**



Ralph Steffens  
CEO of Truphone

“With Optiva Charging Engine built on Google Cloud, Truphone can accelerate our digital transformation and technological innovation journey. We needed our online charging system (OCS) to be agile and robust, support rapid expansion, and scale easily — all without diverting our IT operation’s focus. CI/CD is a new approach in the traditional telecom industry, so it was important that Truphone gain trust in the new technology, adopt these tools and approach, and complete it on their side to ensure a fully automated acceptance process,” said Ralph Steffens, CEO of Truphone.



## The Benefits

With its new OCS firmly in place, Truphone has more dynamic capabilities to launch new digital services quicker, cheaper, and with lower risk. Truphone’s new automated CI/CD pipeline has enabled a more rapid time to market with OOTB product templates and reduced the number of tests from over 5,000 to around 190 automated and end-to-end.



**Test Automation** - Optiva Testing Framework (OTF) simplified verification

**Quality Check** - Project & Operational rollouts

**Massive Tarif Testing** - 7 million rate combinations



**OPEX Reduction** - Test system spin up on demand in 2 hours utilizing current live backups



**Automated Daily Checks** - 5 min to complete

**Automated Trouble Tickets** - Creation & Escalation



**50% Reduction** in number of maintenance windows  
Non-critical activities can be done live at anytime



**Software Installations** - Achieved 9 rollouts in 1 year



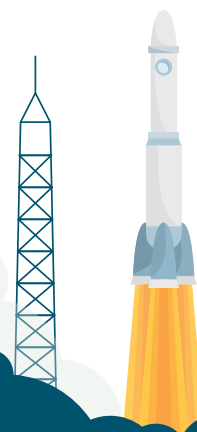
**100% System Integrity** as workloads are elastic, self balancing & self healing



TCO savings of approximately 60%



Platform resilience compared to bare metal improved by 10X



Implementation in **5 months**

Optiva starter pack delivers go live in 90 days

*Optiva’s CI/CD capabilities accelerated the delivery of the live implementation. The "starter pack" solution was deployed four weeks from kickoff, followed by continuous bi-weekly delivery cycles introducing new functionalities. Truphone had full visibility of the project’s progress, which went live in only five months.*





# NOVA CASE STUDY

Nova Energy Builds a New Revenue Stream  
and Drives Customer Experience by  
Launching MVNO With Optiva

## Case Study in Numbers

- **15,000 subscribers** acquired in the first year of the service launch.
- **One unified bill** for all the services that the subscriber has opted.
- **First** MVNO launched in **New Zealand**.

## Customer Opportunity

As a leading provider of electricity and natural gas, Nova had an existing customer base of 60,000. It saw immense potential to strengthen its customer relationship by building a new business revenue stream and offering bundled mobile services combined with utilities. Additionally, it was seeking new customers to adopt its mobile services.

To launch an MVNO mobile service, Nova partnered with [2degrees](#), [a New Zealand mobile operator](#), for a reliable mobile network with 5G readiness. Nova was committed to delivering a seamless customer experience by bundling home services and providing a single bill for utilities and mobile services. Therefore, it was looking for an agile, flexible, and scalable solution from an expert vendor that would help Nova launch an MVNO, deliver a stellar customer experience, and help it navigate the telecom world, which was a new domain.

## Customer Background

[Nova Energy](#), part of Todd Corporation, is one of the largest providers of electricity, natural gas, broadband, and mobile services to consumers and businesses in New Zealand. Optiva enabled Nova to launch mobile services, and it now offers a broad range of mobile plans to New Zealand and Australian subscribers.



# Solutions

Nova selected Optiva's flexible and scalable BSS solution, Optiva BSS Platform, deployed on a private cloud. It launched its MVNO operations in less than six months. The platform offered a real-time charging engine, product catalog, billing, and more capabilities that integrate Nova's telecom operations with its other lines of business.

Optiva BSS Platform's latest-generation product catalog with out-of-the-box capabilities enabled faster creation of Nova's new plans to meet customers' needs. Automated testing reduced errors for new launches, leading to faster time to market and increasing the value of new offerings. Optiva BSS Platform'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. The platform also supported real-time rating and charging of network events to provide subscribers with instant usage of voice, text, and data services.

Optiva BSS Platform supported 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 enabled Nova to set specific subscriber lifecycle processes for bundles, which includes other lines of business.

With its API gateway, Optiva enabled tight integration with Nova's existing billing and CRM system for other services. The integration enabled swift new account creation; SIM changes; mobile changes; subscriber port-in; subscriber suspending, deactivating, and revoking services; service provisioning; and generation of a single bill. Optiva enabled the full range of BSS integration with network provider 2degrees, including SMS, MMS, SMSC, data, provisioning, activation gateway, and more.

# Benefits

With Optiva, Nova has been able to attract 15,000 subscribers to its new MVNO in its first year. It has also been able to roll out new technologies and services, reduce churn, increase ARPU, and reduce the cost of serving and retaining hard-won subscribers.



## Easy business expansion

Enabled the company's multiple-business segment strategy to acquire new subscriber segments, including operations of other brands, while containing costs.



## Smooth integration

With standard APIs, Optiva enabled easy integration of the mobile services to Nova's existing IT and partner ecosystem and ensured a comprehensive customer experience across digital channels, point of sales, and loyalty programs.



## Faster time to market

Enabled launch of a new MVNO in only 26 weeks, accelerating revenue growth.



## Enhanced customer experience

Single, unified bill for all services, complete self-care, policy control, and automation drive superior experience to subscribers. With one app, users can access and manage accounts, view and pay bills, submit meter readings, and manage broadband and mobile services.



## Access to BSS experts

Optiva's experienced BSS professionals guided the Nova team, who had no previous telecom experience, through each step of their MVNO journey, saving cost and time. Optiva supported Nova to avoid costly obstacles and build unique product offerings, southbound integrations, and new technology changes and enhancements.



## Around-the-clock support

Provided 24x7 support for applications and operations, resolving issues in only a few hours.

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.

**Michael O'Donell**

*General Manager, Nova Retail*