

bluemarble
commerce



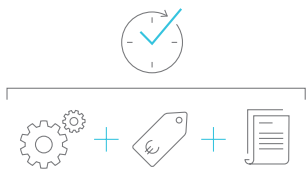
SOLUTION KEY FEATURES

**BLUEMARBLE COMMERCE –
THE OMNI-CHANNEL, MULTI-PLAY
COMMERCE SOLUTION SUPPORTING
DIGITAL AND PHYSICAL PRODUCTS
WITH A CONSISTENT CUSTOMER
EXPERIENCE.**



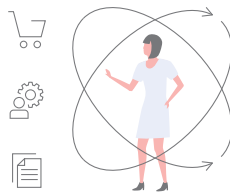
CROSS-TOUCHPOINT ACTIVITY

Create a consistent experience across all sales channels. Understand customer activities across all touchpoints.



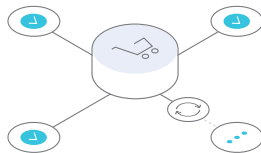
REAL-TIME CPQ

Customers can configure multi-play products and obtain a quote in real-time. Purchase is encouraged via sales hints based on the customer's discovery and purchase activities.



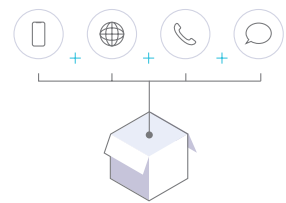
PERSONALIZED ENGAGEMENT

One customer = one identity.
A consolidated customer view merges customer account data and service subscriptions into a single view.



PERSISTENT SHOPPING CART

Customers can finalize transactions at their convenience. Sales agents identify and pursue customers who have abandoned a shopping cart.



MULTI-PLAY AND CUSTOMIZABLE OFFERS

Combine physical and digital products to form bundles, promotions and multi-play offers. Create deals based on customer segments, value, brand and channel.



CONFIGURABLE ORDER CAPTURE

Adapt the checkout process depending on customer data and shopping cart. Capture and validate data in real-time with pre-defined options.

WINNING CUSTOMERS OVER – AGAIN AND AGAIN

CUSTOMER EXPERIENCE WILL BECOME MORE IMPORTANT. CUSTOMERS ARE EXPECTING A SEAMLESS EXPERIENCE WHERE ONBOARDING IS MADE VERY EASY.

In the ever changing world, customer experience is highly dependent on software systems of the organization. Enterprises need to upgrade their IT systems in order to overcome cut throat competition and customer retention in the world of numerous choices. Also the number of channels/touchpoints will increase significantly, think of chatbots, kiosks and conversational commerce. Customers are expecting to receive the same service across all these touchpoints.

However, many Communication Service Providers are struggling with aging and legacy IT systems. Mergers and acquisitions in the telecom industry have lead to siloed operation and disjoint IT backend systems, including an inconsistent distribution of data. All of this makes it difficult to achieve the required flexibility, agility and consistency in the customer experience. Complete transformation of large IT applications are complex, lengthy, risky and expensive projects.



SIMPLIFY CUSTOMER JOURNEYS

The siloed nature of many BSS/OSS make it hard for service providers to give customers the products and information they want, when they want it. Vendors often propose an extensive transformation project to replace inflexible legacy systems. Such projects are often long, tedious, expensive and guaranteed to disrupt business. They are looking for a different approach.

A product suite that enhances your existing systems by converging data from multiple IT stacks, and orchestrating sales and delivery practices consistently on all touchpoints. The TM Forum agrees that this approach to digital transformation provides the best balance between time-to-market, cost and risk.

MAKE IT EASY TO SELL COMPLEX PRODUCTS

TODAY, CUSTOMERS EXPECT A CONSISTENT AND PERSONALIZED EXPERIENCE ACROSS ALL TOUCHPOINTS. BLUEMARBLE COMMERCE IS AN END-TO-END CUSTOMER EXPERIENCE SOLUTION WITH FOCUS ON COMMERCE AND SALES JOURNEYS. IT DRIVES A COMPLETE TRANSFORMATION OF THE CUSTOMER EXPERIENCE IN ORDER TO KEEP UP WITH THE “ALWAYS-CONNECTED” CUSTOMER.



BUSINESS SERVICES

All **BlueMarble** business services provide pre-built UI components and complete functional components that enable fast creation of new user-facing applications. For standard use cases, like retail or call center, **BlueMarble** provides complete business applications that enable a consistent, optimized user experience within a single workflow.

PRODUCT COMPONENTS

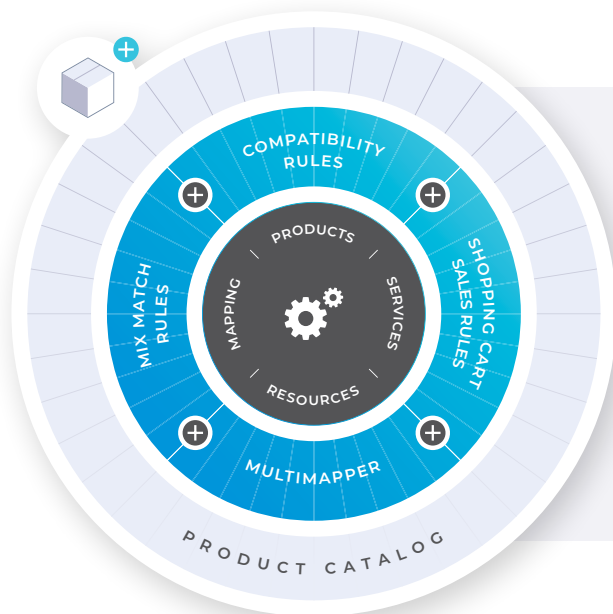
With the Customer 360-View customer account data and service subscriptions will be merged into a single view. The Shopping Cart is the essential component of the sales customer journey, supporting real-time rules evaluation and charge calculation. Shopping Carts are persisted to support cross-channel customer journey. Finally, the configurable Checkout not only decreases the average handling time, it also lowers the order fallout due to immediate data validation.

BlueMarble Commerce supports the implementation of digital and assisted channels with interfaces based on TMForum OpenAPI specifications. A built-in rule-driven Commercial Product Catalog makes it possible to combine physical and digital products to create bundles, personalized promotions and multi-play offerings. It increases the ability to quickly response to changes in market by reducing the Time-to-Market.

DIGITAL TRANSFORMATION

We simplify the selling of complex products and enable our clients to provide a consistent, personalized and contextually relevant experience across all customer touchpoints. We help our clients to transform the sales and delivery process from an IT (backend-driven) process to a customer-centric experience. Built from ground up to enhance Service Provider's BSS systems with consistent, omni-channel digital commerce.

FLEXIBLE, MODULAR AND FUTURE PROOF



CUSTOMER

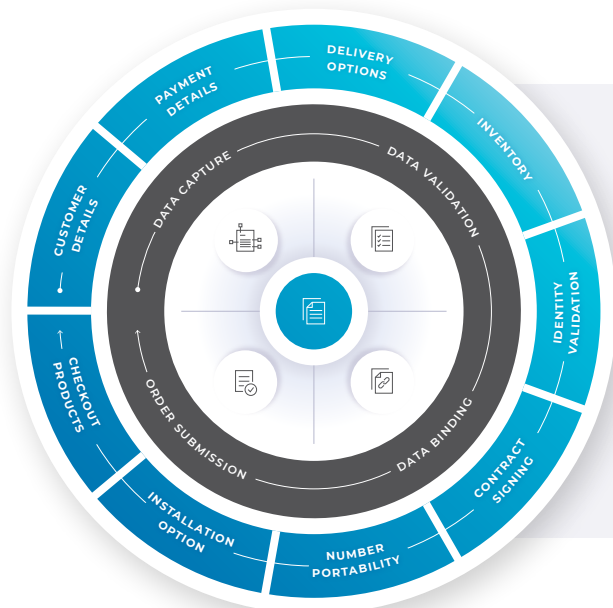
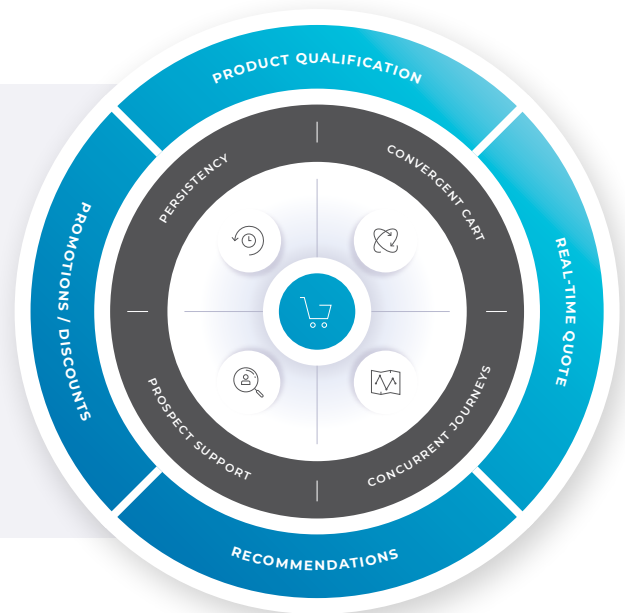
The Customer Search and Link functionality allows you to quickly find and select the correct customer record(s) in order to create a full Customer 360-View so that the best deal can be offered. It allows a flexible setup which can be easily used in multiple implementations but quickly adapted to the implementations needs.

PRODUCT CATALOG

The Product Catalog converges customer and product data automatically in near real-time to provide a single customer view and actionable business analytics. Converged data is easy to maintain and supports the creation of multi-play bundles that combine traditional and digital products from different IT stacks. This allows you to quickly launch new propositions targeting specific consumers.

SHOPPING CART

Configure, Price, Quote (CPQ) is helping to define the price of products in a quick changing market. It is giving the opportunity to increase the deal size via cross-selling and upselling as well as closing deals quicker. Rule-driven logic and context-aware features allows customers to create personalized multi-play products, in addition to suggesting up-sell and cross-sell possibilities.



ORDER CAPTURE / CHECKOUT

The checkout captures all additional data that is needed to successfully handle the commercial order. It consists of a single screen for all sales flows. A converged checkout for multi line of business based on ruling with many capabilities, like split payment and delivery options, and to handle multiple customer and products lifecycle stages in one checkout flow.

**BLUEMARBLE COMMERCE IS
A CLOUD-NATIVE, MICROSERVICES-BASED
SOLUTION WHICH EMPOWERS A TRUE
OMNI-CHANNEL CUSTOMER EXPERIENCE.
IT UNITES MULTIPLE LINES OF BUSINESS
AND INTEGRATES EASILY WITH EXISTING
IT BACKEND SYSTEMS.**

FAST

Easy-to-deploy and integrate with existing BSS/OSS and IT stacks, with a range of out of the box sales and delivery workflows.

REAL-TIME

Get real-time analytics on orders, transactions, product sales across channels, and customer journeys.

CUSTOMIZABLE

Process workflows and intuitive user interfaces can be tailored to your operational requirements.

SCALABLE

As traffic and customer flow increases, **BlueMarble** adjusts to meet the demand.

SECURE

Proven and reliable authentication and authorization features protect against data breach and loss.



INCREASE SALES

+ 10% ↗

Leverage upsell and cross-sell opportunities and increase conversion rate



REDUCE AHT

- 40% ⬇

Reduce Average Handling Time to improve your team's efficiency



REDUCE ORDER ERRORS

- 40% ⬇

Save costs and provide quicker delivery to customers



GO-LIVE

3 MONTHS

Go-live within a 3-month time frame



DIGITAL CHANNEL APPLICATION

6 WEEKS

Create digital channel application within 6 weeks

ABOUT US

Tech Mahindra represents the connected world, offering Consulting, Digital Transformation, Integrated Engineering, Business Services and Solutions, enabling Enterprises, Associates and the Society to Rise™. We are a USD 3.7 billion company with 103,200+ professionals across 90 countries, helping 750+ global customers including several Fortune 500 companies. Our innovative services, platforms, products, solutions and reusable assets connect across a number of technologies to deliver tangible business value to our stakeholders. Tech Mahindra is winner of Forbes 2014 Asia Fab 50, Deloitte Tech Fast 50, the CIO 100 among other awards.

We are part of the USD 16.9 billion Mahindra Group that employs more than 200,000 people across 100 countries. The Mahindra Group operates in key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.