



dBSS

Pioneer Digital Reinvention
with Intelligent Revenue &
Billing Management



In this customer-centric digital era, CSPs need a scalable, flexible, and highly-automated revenue and billing management platform to monetise subscription and roll-out usage-based digital services.

dBSS is a web-scale platform built using microservices architecture bringing unparalleled agility to the CSPs striving to become Digital Services Providers (DSPs). It provides a mission-critical best-of-suite monetisation platform to CSPs looking to launch innovative offerings in the market, combining both retail and partner billing.

With a fully-modular architecture powered by DevOps, Analytics, Web-scale, Network Software (DAWN), dBSS enables the CSPs in addressing their immediate pain points without a long-running full transformation. The CSPs have the option to choose the components immediately relevant while taking advantage of containerised eco-system built on cloud best practices. The platform exposes RESTful One API for quick integration with the existing infrastructures and partners, creating a dual-speed architecture to best serve the customer needs.

BENEFITS DELIVERED

177%
increase

in transactions per second for handling 10x capacity

70%
increase

in speed & consistency in application delivery

65%
faster

deployments. New plan/service launch in less than 5 mins

80%
reduction

in time-to-market with DevOps and BizzOps

50%
reduction

in hardware TCO

40%
reduction

in delivery cost

70%
reduction

in delivery time

50%
reduction



in troubleshooting time

WEB-SCALE: EMBRACE INNOVATION MINDSET

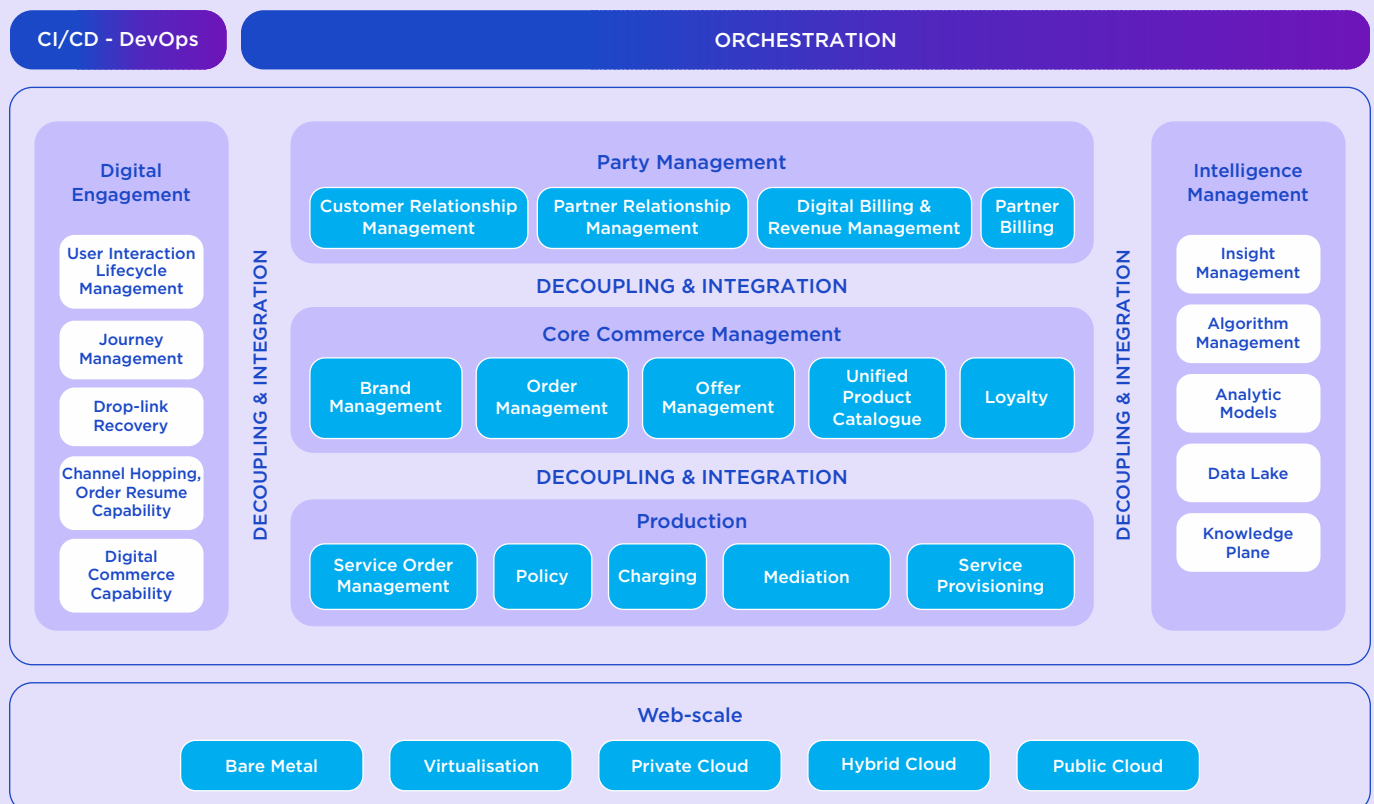
Web-scale provides an extreme level of agility and scalability for designing, deploying and managing cloud-native applications. Powered by robust automation, it enables CSPs to make high-impact changes quickly and securely with a minimal effort, resulting in making the business bigger, smarter and irresistible.

Driven by cloud-native technologies, the web-scale uses open source software to containerise each part of the application, dynamically orchestrate for optimised scheduling and management of resources, and micro-services orientation for increasing the overall agility. The cloud-native technologies offer resilience, manageability and observability to these loosely coupled systems.

Web-Scale Enables:

-  **Auto-scaling**
-  **Self-healing**
-  **Zero Touch Deployment**
-  **Automated Rollback**
-  **On-demand Hardware Provisioning**
-  **Quick Development & Delivery with DevOps**
-  **Cloud-agnostic (Private, Public & Hybrid Cloud)**
-  **Centralised Log & Configuration Management**
-  **Multi-tenancy**

dBSS ARCHITECTURE



DIGITAL REINVENTION APPROACHES

DIGITAL AUGMENTATION

- Overlay digital engagement, experience & analytics
- Minimal disruption by supporting dual-speed architecture and integration with legacy systems
- 3x increase in lead & conversion
- 40% reduction in Subscriber Acquisition Cost

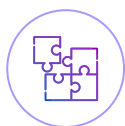
GREENFIELD - NEW BRAND STRATEGY

- New Core Platform: Digital Engagement + Analytics + Digital BSS/OSS
- 80% reduction in time to market
- 50% reduction in cost to serve

COMPLETE TRANSFORMATION

- Best-of-suite Digital BSS/OSS to replace the legacy platform
- Radically simplified
- Improved Net Promoter Score

KEY BENEFITS



INTEGRATED BILLING

- Integrate retail and partner billing on a single platform
- Launch bundled offerings in the market, increase ARPU and seamlessly address the new age digital customer needs



POLICY CONTROL & CHARGING

- Monetise digital services in real-time regardless of the customer payment behaviour (prepaid or post-paid) or customer type (individual or enterprise)
- Reduce network load with policy and charging in one box, while shaping the bandwidth based on customer attributes



ANALYTICS-DRIVEN USER EXPERIENCE

- Bring analytical insights to different business functions using Intellza, benefiting both subscribers and partners
- Provide a unique experience to the customers through different touch points with analytics-driven campaign, loyalty and retention module, and offer recommendation engine
- Segment users and recommend community with data analytics








FASTER TIME-TO-MARKET

- DevOps-based delivery model fast forwards idea-to-install and time-to-market new services.
- Simple and end-to-end deployment tool covering development to live production environment
 - Support for microservices, easy eco-system integration and automation tools



SOLUTION VARIANTS

The next-gen dBSS allows the flexibility to select the right solution components based on the service launches and target customers. The platform can be used for creating compelling and bundled offerings made available via all channels – digital, traditional and partners.

 <p>Multi-play Mobility Full-stack ideal for New Brands/Enterprise</p> <p>The real-time convergent billing solution for mobility services to consolidate multiple lines of business supporting all customer types and payment times to improve lead-to-order and order-to-cash journeys, while reducing OPEX. CSPs can launch new brands in their existing markets targeting new age customers or other customer segments</p>	
 <p>Digital Experience</p> <p>Digital CRM and digital engagement layers to improve the customer experience while retaining the legacy back-end systems</p>	
 <p>Policy Control & Charging</p> <p>Pre-integrated micro-PCC architecture to manage and monetise increasing data consumption and enable 5G readiness</p>	
 <p>Enterprise Billing</p> <p>Increase ARPUs by providing enterprise billing for cloud services, SD-WAN and MPLS</p>	
 <p>IT Stack Modernisation</p> <p>Modernise IT stack while retaining the existing charging platforms and improving the customer experience, enabling quick service roll-outs</p>	

PLATFORM HIGHLIGHTS



Policy & Charging Control

PCRF

- › Dynamic QoS
- › Centralised Rule Engine
- › Application/Service- specific Gate Control
- › In-built AAA

POLICY DESIGNER

- › Easy Plan Configurations
- › Plan Provisioning
- › Responsive GUI

DSC

- › Load Balancing
- › Sticky Session
- › DRA/DTA/DPA

OCS

- › Real-time Rating & Charging
- › Counter Management
- › Notifications

EMS

- › KPIs Monitoring & Dashboard
- › Single Window Troubleshooting
- › SLA Monitoring
- › Single Touch RCA



On-demand Scalability

The web-scale platform provides on-demand scaling to meet the demands of varying load and availability



Accelerated Integration

API gateway based on TM Forum One API reduces the integration effort and simplifies the architecture



Rapid Launch

80% reduction in time-to-market new offers or services



Zero Coding

Attribute-driven configuration allows CSPs to roll-out new products and services without any coding



Pre-integrated Multi-play Stack

This fully-integrated service-agnostic, multi-tenant, multi-currency and multi-cloud solution supports the launch of bundled offerings while opening up new revenue channels aligned to 5G and IoT



Real-time Response

It enables real-time response for balance control, payments, subscription, reporting, loyalty and bundle sharing



Analytics-driven Insights

AI and ML-driven billing system with emphasis on customer engagement, transparency and flexibility



Agility

With the ecosystem to enable DevOps and BizOps CSPs can significantly reduce idea-to-install time and cost



THE TIME TO START THE DIGITAL REINVENTION IS NOW!

The Cloud-ready dBSS seamlessly combines its real-time capabilities with the flexibility, reliability and scalability necessary for CSPs to transform into a DSP. Whether launching new digital services, on-boarding new lines of business or looking to achieve agile operations with DevOps or BizzOps, dBSS helps CSPs to accelerate on their path to becoming a digital service provider.

- › Monetise any service, any market and any device, and offer innovative service bundles and apply real-time incentives across all lines of business
- › Get never-seen-before agility in marketing and sales. Empower the team to motivate the customers towards more valuable service usage and spending by intelligent pricing offers and services in ways that are compelling to the end-customer
- › Faster, leaner and agile operations through web-scale dBSS/dOSS stack, supporting NFV standards for private cloud deployment, giving CSPs a choice to select what best suit them





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About Sterlite Technologies:

Sterlite Technologies Limited (STL) is a global leader in end-to-end data network solutions.

We design and deploy high-capacity converged fibre and wireless networks. With expertise ranging from optical fibre and cables, hyper-scale network design, and deployment and network software, we are the industry's leading integrated solutions provider for global data networks. We partner with global telecom companies, cloud companies, citizen networks and large enterprises to design, build and manage such cloud-native software-defined networks.

STL has innovation at its core. With intense focus on end-to-end network solutions development, we conduct fundamental research in next-generation network applications at our Centres of Excellence. STL has strong global presence with next-gen optical preform, fibre and cable manufacturing facilities in India, Italy, China and Brazil and two software-development centres.

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