

CALVI

Everyone is entitled
to a clear invoice



**How CSPs stay relevant
for B2B customers
with the help of agile
business partners**

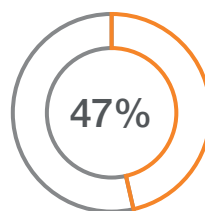
In this modern era where over-the-top (OTT) companies such as Microsoft, Apple and Google are stealing the spotlight that once belonged to the Communications Service Providers (CSPs), it is imperative to stay on top of your game. These OTT companies have become what every CSP dreams of becoming: indispensable in everyday life. But all hope is not lost, because agile business partners are ready to lend you a helping hand. This paper explores the doors that open when CSPs partner up with agile business partners.

Digitalization leading the rapid shift in focus

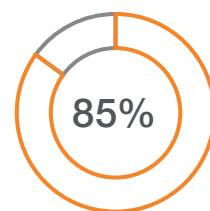
To survive and thrive in this digital world, CSPs have to become digital and must deliver services and support in the same ways and of the same quality as digital native companies. The time has come where CSPs are no longer compared to other CSPs: they are compared to Google, Facebook and other companies in different fields of business.

“Forecasters expect the B2C telecommunications market to grow at an annual rate of 0.6%, whereas the B2B telecommunications market is expected to grow at an annual rate of at least 2.6%.”

The success of B2B customers is becoming more dependent on digital products and services. As a result, business customers require greater mobility, larger storage spaces, device-to-device communication, improved security and better performance, to name a few. This means that business customers are becoming more demanding, but also more profitable for CSPs. Forecasters expect the B2C telecommunications market to grow at an annual rate of 0.6%, whereas the B2B telecommunications market is expected to grow at an annual rate of at least 2.6%. This forecasted growth and the need to keep up with OTT companies has led to an increased focus on Digital Transformation, Customer Experience, Customer-Centricity and Self-Service in the B2B market.



of companies did not start with digital transformation



feel they will fall behind competitors if they don't start digital transformation by 2019

This is where an agile business partner comes into play. CSPs must set a company vision and develop bold yet achievable strategies and goals. In order to do this, cross-company communication is key and resources must be focused on critical areas of the digitalization process. In a normal situation, the formulation of such visions, strategies and goals could take close to forever, due to the many dimensions CSPs have. With the help of an agile business partner, CSPs will be able to save valuable time, because these business partners are able to take on much of the workload and keep things moving at a faster pace. To understand exactly why time is so valuable: more than half of CSPs have already started projects, and close to all CSPs believe that digital transformation is necessary to survive. You do not want to lag behind, which is why speed and agility are key in this case.

Moving away from traditional methods and looking ahead

Many of the products and services that CSPs offer today were not designed for the digital market. It is no secret that the design and launch of new products and services is impacted by the legacy of the established analog products and services. Add the infrastructure of processes that keeps them intact and the outcome will be a slow-moving and costly operation. Existing Business Support System (BSS) solutions are far from being flexible and often very costly to operate and maintain. This leads to poor performance on customer experience, especially when compared to other industries. The next generation of BSS solutions requires a fresh approach, so that CSPs can be more responsive to market changes and provide the 'added value' B2B customers are looking for. An added bonus to this is the reduction of costs.


“The relationship of CSPs with their customers is typically reactive - responding to customer’ issues or complaints - rather than proactive.”

Traditionally, CSPs are made up of many layers and departments. Combined with the many processes and procedures that are in place, it is harder to have close customer contact, something that is needed to successfully strengthen the business relationship; especially when it comes to B2B customers. The relationship of CSPs with their customers is typically reactive – responding to customer’ issues or complaints – rather than proactive. It is key that CSPs move away from traditional methods and focus on putting new and flexible methods in place. By doing this, they will be able to realize lasting changes and act on specific customer requests faster. Working together with an agile business partner will make implementing new methods easier and often faster, which is beneficial for both the CSP and its customers. Additionally, these agile business partners often have a complementary yet revolutionary outlook on things, meaning that they might just have the solution to the problem you have been struggling with since the beginnings of your digital transformation aspirations.



64%

say the pace of progress in their companies is too slow

A close-up, low-angle shot of a glowing incandescent light bulb. The filament is clearly visible, and the bulb is mounted on a metal base. The background is filled with out-of-focus, warm-toned lights, creating a bokeh effect. The overall color palette is dominated by warm oranges, yellows, and browns.

**Moving away from
traditional methods
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Creating opportunities that result in faster time-to-market

Now is the time to work on capturing maximum growth potential in the B2B market. The difference between dominating this growth wave and leading the swell or being left behind to pick up the ripples, largely depends on the agility and value that a CSP is able to show between 'now' and 'quickly'. Time-to-market is crucial!

CSPs often lean towards doing business with large BSS suppliers, instead of partnering up with smaller agile business partners. Agility in innovation is an absolute must when it comes to capturing maximum growth in the B2B market. Agility is something these large BSS suppliers often lack, which can lead to time-intensive and costly implementation trajectories. Rome wasn't built in a day, which means that every solution costs time and a great deal of effort, but time is of the essence when your competitors are close behind or getting ahead of you. Working together with agile business partners can ensure a permanent position as a leading force in the B2B market. How? By making sure that the time-to-market is shorter than any other in the industry. Agile business partners are able to create new opportunities and often have the most effective innovation power, which makes them the perfect partner for CSPs looking to stay on top of the game.

Digital leaders deliver



Source: MIT and Capgemini

Doing business with agile business partners pays off

CSPs should consider partnering with agile partner suppliers. Partners that know the market and the needs and expectations of its B2B customers. Agile business partners will help CSPs speed up projects; quickly illustrate the merit of the new initiatives, and create or maintain a competitive edge in retaining existing and capturing new business.

Agile business partners often outpace the traditional larger suppliers in innovation speed. Because agile working is like a second nature to them, their performance is outstanding when the time-to-market of new features and functionalities requires flexibility in the development process. This makes them ideal partners to improve customer experience and customer service and thus realises market growth. Their approach aligns perfectly with CSPs' primary goals, and their agility eliminates the obstacles that currently prevent most CSPs from realising the momentum to lift their business to the next level. At CALVI, we aim to meet and exceed expectations, meaning that we are the agile business partner a CSP needs when talking about bill communication. Would you like to know more about how we can help you? Get in touch!

About CALVI

We believe in a world where all customers, no matter how big or small, receive clear and transparent invoices. We are motivated, hardworking and innovative perfectionists. We do what we love, and we love what we do. We innovate and develop our solution with passion and aim to share said passion with the world as we continue to expand our reach.

At CALVI, we are dedicated to delivering a **best-in-class solution**. Our extensive international expertise allows us to provide you with a solution that fits the needs of all your customers, no matter their size or location. Our dreams and ideas are continuously evolving, and we aim to never stop reaching for the stars. **We believe that everyone is entitled to a clear invoice.**