



Customer Success Story

# Hrvatski Telekom's Digital Overhaul Fuels B2B Growth & Enhances Operational Efficiency



# Executive Summary

Hrvatski Telekom sought to grow its B2B business while maximizing cost efficiency, focusing on digitalizing business operations and customer journeys – from product development and sales processes, to how customers buy, consume, pay and get support for services.

**Hrvatski Telekom selected Beyond Now BSS Plus to replace its legacy BSS and provide a fully digitized solution including BSS, commerce, and analytics.**

This overhaul helped Hrvatski Telekom reduce back-office ordering time and reduce their customers' ordering time to just a few minutes. Beyond Now delivered the complete solution, including back end system integrations, and is helping Hrvatski Telekom migrate its complete B2B customer base onto the new BSS.

What our customer has to say

“ Through the partnership with Beyond Now, we set a new standard in the Croatian market and further improved the quality of services and user experience for our SMB and Enterprise customers.

**Boris Drilo**, Member of the Management Board and Chief Technical and Information Technology Director, Hrvatski Telekom



# The Outcome



## Digitized and automated

E2E buying, ordering & monetization processes



## New digital commerce layer

supports customers' digital journeys



B2B customers can **order complete solutions online**

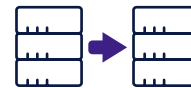
in just a few minutes



## Reduced back-office time



Integrating complex backend systems **using API and event-driven integrations**



**Migration of complete B2B customer base** onto the new BSS



## Onboarded products,

including mobile, fixed, over-the-top, ICT and cloud services



## Fast launch of bundles

and new services from 3<sup>rd</sup> parties



Accelerated time to market

**from 6-9 months to days**

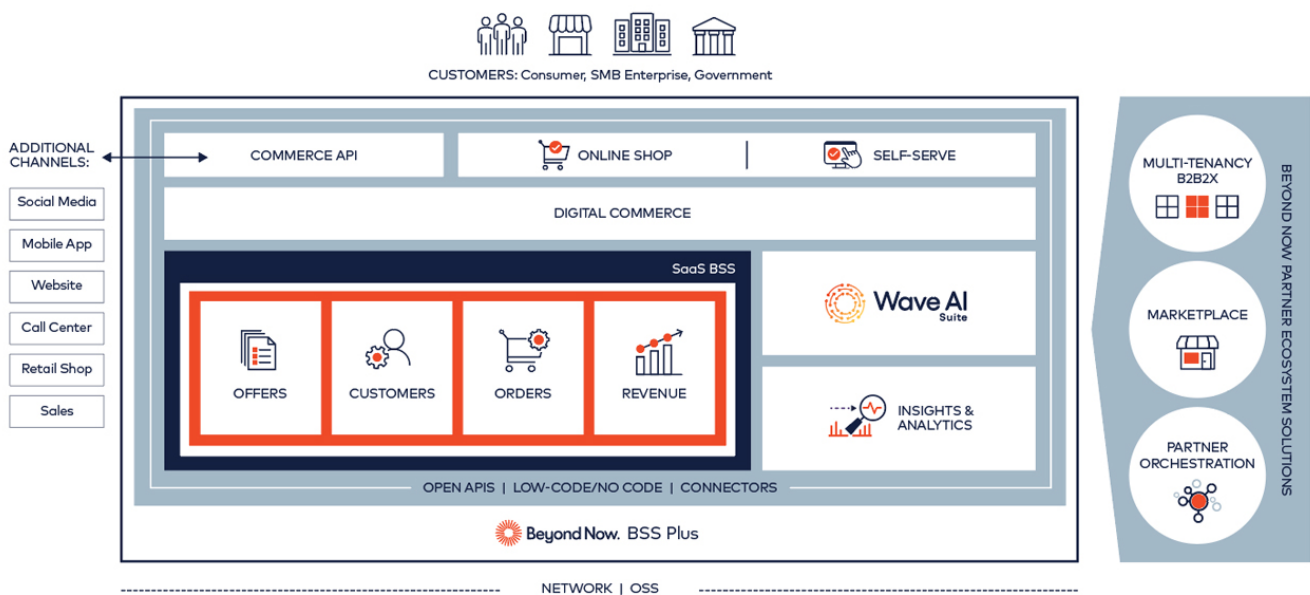


The professional cooperation and integration of cloud-native SaaS BSS into our IT environment and processes for the first time, and the implementation of an intuitive digital commerce layer for our customers, enabled us to digitalize our B2B customer journey, while at the same time increasing the level of automation, as well as operational and cost efficiencies.

**Boris Drilo**, Member of the Management Board and Chief Technical and Information Technology Director, Hrvatski Telekom

# The Solution

To accelerate the time to market of new digital services and solutions, and increase operational efficiency, Hrvatski Telekom selected **Beyond Now BSS Plus**, an all-in-one solution encompassing a cloud-native, pre-integrated **SaaS BSS**, a digital commerce layer, advanced analytics and more.



Beyond Now provided a complete-suite BSS, including Open APIs, microservices and an e-commerce layer for bespoke adaptations. The digital commerce layer was a critical factor in Hrvatski Telekom's choice to select BSS Plus. By using the digital commerce layer, Hrvatski Telekom can easily use their configured product catalog, map it to new services and make it available to end

customers via ecommerce. This removes the need for numerous product integrations, reduces the risk of error and facilitates the end-to-end automation of Hrvatski Telekom's business processes. The customizable product catalog helped Hrvatski Telekom reach their goals of growing their portfolio and bringing new products and solutions to market fast.



# Key Business Benefits

Implementing Beyond Now BSS Plus yielded the following benefits for Hrvatski Telekom:

1

## Cost efficiency

Beyond Now BSS Plus operates on a **pay-as-you-grow model**, which kept the solution cost-efficient and scalable, helping Hrvatski Telekom manage costs. Hrvatski Telekom uses out-of-the-box processes, including order orchestration, fulfilment and billing, which further streamline their BSS processes. The BSS solution also helps Hrvatski Telekom support all lines of business, including B2B and B2B2X.

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## Rapid implementation

Hrvatski Telekom's incumbent BSS was challenging to digitally transform due to the complex, legacy infrastructure that was deeply integrated into the large-scale operations of the business. Ordinarily, end-to-end adaptation to modern, flexible digital technologies poses a risk of disrupting critical functions, however, Beyond Now's platform was able to integrate with Hrvatski Telekom's existing IT & 3<sup>rd</sup> party systems using Open APIs.

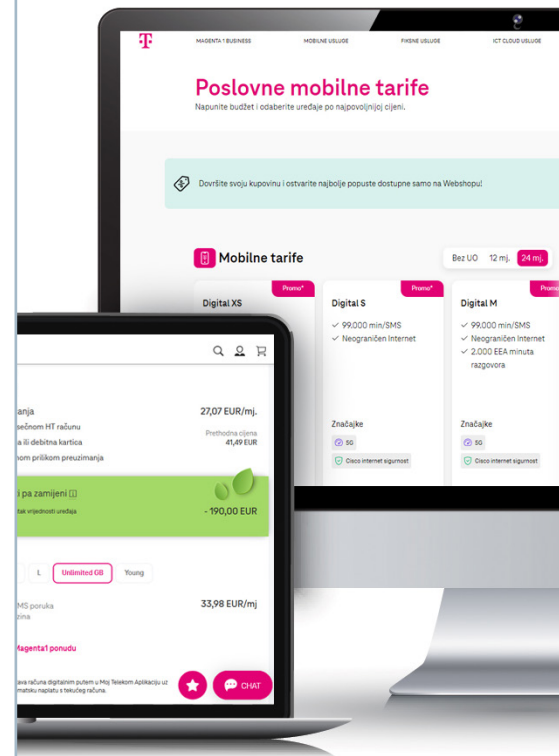
**The project was able to go live fast, due to rich out-of-the-box functionality and a mature integration framework.** Hrvatski Telekom was able to carry out their first user trial rapidly, and Beyond Now is helping the migration of their complete B2B customer base.

3

## Increased automation and operational efficiency

Hrvatski Telekom transformed its IT environment into a fully digital solution. Hrvatski Telekom aimed to reduce the cost of sales and expand the use of digital channels and online shopping. With BSS Plus integrating all customer processes into one system, standardizing Hrvatski Telekom's portfolio, and making the process of entering orders simpler, **Hrvatski Telekom has reduced their time to order by 57%.**

Hrvatski Telekom previously used several systems to complete their order process. By integrating with 3<sup>rd</sup> party systems, and consolidating processes onto one platform, many of Hrvatski Telekom's end-to-end business processes are now automated. The CSP has therefore benefitted from reduced SG&A costs and operational efficiency improvements due to the increased digitization and automation provided by our BSS solution.



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## Improved UX and customer satisfaction

Beyond Now BSS Plus' digital commerce layer is key to enhancing the digital buying experience for Hrvatski Telekom customers. By streamlining and automating business processes, it reduces the need for manual intervention, significantly cutting down on operational costs, minimizing errors, and making the buyer experience smoother on the whole.

Hrvatski Telekom has onboarded customers onto their new BSS which allows them to access an online store and self-care portal for fixed, mobile and digital solutions and services. **The unified customer view and increased digitization provided by our BSS solution will ultimately contribute to better user experience and satisfaction** for Hrvatski Telekom's customers.

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## Accelerated time-to-market of new digital services and solutions

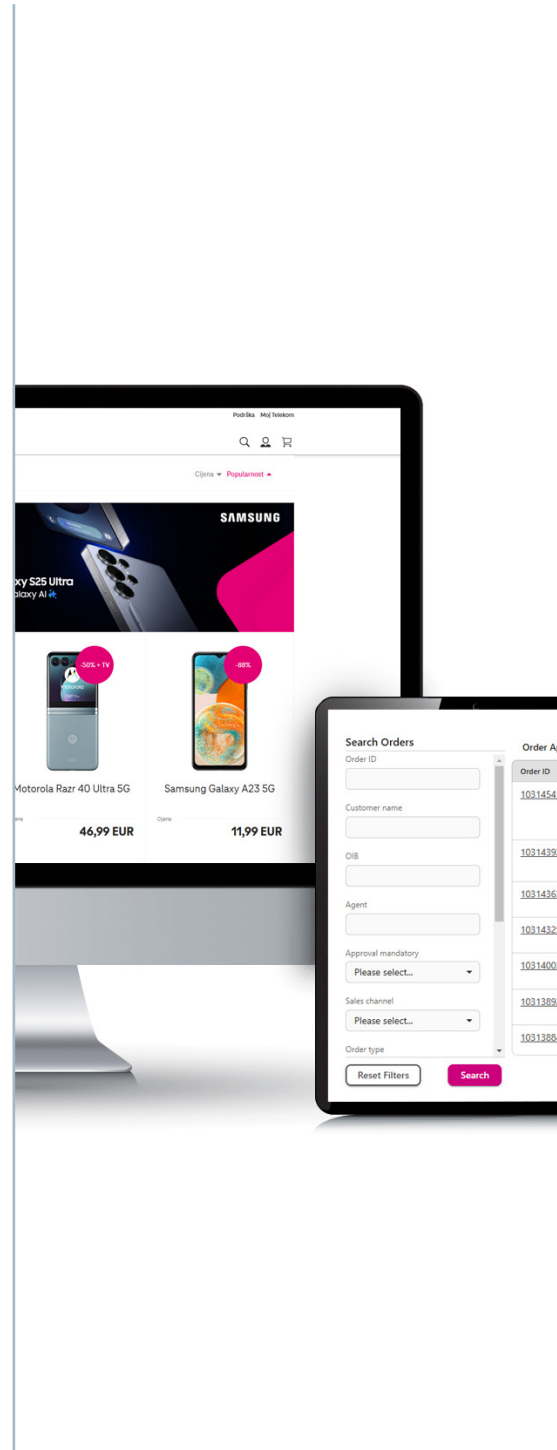
Hrvatski Telekom aim to sell over 60 services in phase one, including mobile, fixed, over-the-top, ICT and cloud services. **The SaaS BSS solution enabled them to quickly launch bundles and new services from 3<sup>rd</sup> parties** covering mobile, fixed, over-the-top, ICT and more. With the flexible product catalog and catalog-driven architecture provided by Beyond Now's BSS Plus, Hrvatski Telekom has been able to launch new products and increase their speed to market.

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## High-quality delivery and partnership

Beyond Now ensured high-quality delivery that met all expectations. **Supporting Hrvatski Telekom with agile methodologies, strong involvement from the Beyond Now product development team and great collaboration**, the project was completed on time and fully adhered to the agreed-upon scope. The collaborative efforts across all teams played a crucial role in driving the project's success, ensuring that Hrvatski Telekom received a solution that not only met but exceeded their requirements.

For more information on BSS Plus, [click here](#)



Want to try Beyond Now BSS Plus? [Book a demo](#)

## About Hrvatski Telekom

Hrvatski Telekom, part of the Deutsche Telekom Group, is the leading communications services provider (CSP) in the Croatian market. The CSP provides a wide range of services, including business solutions, and offers a range of ICT solutions for businesses, including cloud services, data center solutions, and managed IT services.

## About Beyond Now

Beyond Now is a fast-growing, AI-powered ecosystem orchestration and digital platform provider, helping organizations harness technology and partner ecosystems as an engine for growth – providing them with the best SaaS platforms, making it easier and faster for them, their partners and their customers, to seamlessly collaborate, innovate, create, sell, fulfil, monetize and manage technology solutions, at scale. Its portfolio includes Digital Business Platform, Digital Marketplace and BSS (Business Support System), delivered as SaaS (Software as a-service), built on its award-winning Infonova software, and powered by the Wave AI Suite. The platforms are designed to help communications and technology providers (CSPs) experiment, monetize and orchestrate technology-based solutions, utilizing 5G, Cloud, Edge, AI and more; bringing them closer to their customers, helping them to drive higher efficiency and automation.

Beyond Now serves customers across the globe, including Verizon, NTT, TELUS, BT, AWS, TELIA, Deutsche Telekom, Tata Communications, Lyse and A1, spanning different industries from telecommunications, media and entertainment, to IT and technology, financial, and automotive. It actively promotes industry collaboration through strategic partnerships with companies like AWS, Google, Microsoft, Accenture, NTT DATA and more, ensuring optimum flexibility and versatility to meet customers' changing needs.

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