Case study

Telefónica’s Movistar Colombia accelerates digital transformation with Nokia’s Digital Operations software

Cost-efficient, on-demand delivery of converged services at scale
When it comes to agility and sustainable digital transformation, Movistar Colombia turns to Nokia’s trusted expertise in providing catalog-driven service orchestration, provisioning and activation capabilities, enabling Movistar to deliver fixed, mobile and converged services faster and more profitably.
Movistar leading the pack in Colombia and heading for digital maturity

Movistar Colombia currently provides services for over 20 million mobile and fixed consumer customers. It’s planning to:

- Extend its service offerings with converged services
- Serve existing customers better with tailored experiences
- Find new market opportunities by addressing new customers and segments
- Better address the enterprise segment with tailored services
Solution

How Movistar turned challenges into opportunities by partnering with Nokia

Movistar aims to embrace sustainable digital transformation to overcome limitations and complexity of existing legacy provisioning and activation solutions as well as reduce high total cost of ownership associated with operating and maintaining siloed solutions. Telefonica subsidiaries have been using Nokia’s Digital Operations solutions in several other countries.

With a modular and partner-ready platform, the solution enables:

- Multi-vendor, multi-domain and multi-technology orchestration
- Simplified operations resulting in lower costs and reduced time-to-market for new services with pre-integrated processes for service design and deployment
- Single point-of-control for converged fixed and mobile services
- Support for hybrid domains, VNFs and Cloud in preparation for future B2B offerings

Nokia’s FlowOne solution provides automated, catalog-driven provisioning and activation for end-to-end service orchestration.
Solution

Operational efficiency
Re-usability and flexibility of the solution further improves operational efficiency. With its vast library of existing interfaces, open APIs, a Software Development Kit and continuous delivery of new capabilities, the solution provides the capabilities needed to accelerate the transformation journey of Movistar.

Transformation expertise
Nokia also leveraged its deep OSS transformation expertise to work closely with the service provider organization. A strong focus on people and processes enabled rapid customization of the solution in support of existing and new use cases.
Results

Digital transformation a reality through maximized ROI, new business opportunities and unified customer experience

Movistar Colombia is now able to automate 8 million end-to-end service provisioning and activation requests each month, consisting of more than 43 Million tasks in a multi-vendor, multi-domain and multi-technology environment.

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43 Million tasks in a multi-vendor, multi-domain and multi-technology environment.
Nokia’s Digital Operations solution allows Movistar Colombia to reduce time-to-market for new digital services and to deliver fixed voice, broadband, TV and relevant OTT services. It also supports mobile voice, VoLTE, mobile data, VAS and OTT services based on 3G and 4G technologies.

Movistar Colombia, powered by Nokia’s solution, is enabled with future-proof operations for emerging business opportunities, capturing new markets and segments with innovative capabilities while growing customer satisfaction.

**Results**

The solution maximizes the experience of

- **14.7 million** mobile pre-paid subscribers
- **4.5 million** mobile post-paid subscribers
- **3 million** fixed subscribers
“Nokia’s Digital Operations software saves us valuable time working with solutions from multiple vendors and leverages automation to enable rapid introduction of new revenue generating services critical to meeting our customers’ needs.”

Roberto Puche
CIO, Movistar Colombia
About Nokia

We create the technology to connect the world. Powered by the research and innovation of Nokia Bell Labs, we serve communications service providers, governments, large enterprises and consumers, with the industry's most complete, end-to-end portfolio of products, services and licensing. From the enabling infrastructure for 5G and the Internet of Things, to emerging applications in virtual reality and digital health, we are shaping the future of technology to transform the human experience.

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