

The logo for FAST, featuring the word 'FAST' in a bold, white, italicized sans-serif font. The background of the top section is a dark image of a hand holding a smartphone, with a glowing trail of light and several small, glowing human icons in the background, suggesting a network or data flow.

## DEALER MANAGEMENT

### The Guide to Scaling Dealer Operations for MVNOs and Growing Telcos

How to connect field sales, commissions, and payouts - without operational bottlenecks.

## Why Dealer Operations Are Breaking at Scale

Telecom dealer networks have evolved rapidly over the past few years. What was once a relatively straightforward distribution model has now become a high-volume, multi-layered ecosystem; handling SIM activations, eSIM provisioning, recharges, bundled services, and device sales across thousands of touchpoints.

But while dealer ecosystems have scaled, the operational systems supporting them often haven't kept pace.

In many cases, transactions are still captured in the field, processed in separate systems, validated manually, and only later reflected in financial workflows. This fragmented approach introduces delays, increases dependency on manual intervention, and limits visibility across the organization.

**Dealer operations today are not failing, they're outgrowing the systems designed to support them.**

## The True Cost of Disconnected Dealer Workflows

At a glance, disconnected workflows may seem manageable. But at scale, they introduce compounding inefficiencies that impact both operations and dealer performance.

Common challenges include:

- ✓ Delayed commission calculations and payouts
- ✓ Heavy reliance on manual reconciliation processes
- ✓ Limited visibility into dealer performance and earnings
- ✓ Increased risk of errors and revenue leakage
- ✓ Higher dispute volumes between dealers and operators

What begins as a processing delay often results in something much bigger - **reduced dealer trust, slower execution in the field, and missed revenue opportunities.**

## What “Mobile-Ready Dealer Operations” Actually Mean

Mobile-ready dealer operations are not just about enabling transactions on mobile devices. They represent a fundamental shift in how field activity is captured, processed, and connected to core systems.

Instead of treating field transactions as isolated inputs, mobile-ready systems convert them into real-time, structured data that automatically drives downstream processes.

Key capabilities include:

- ✓ Mobile-based transaction capture (mPOS)
- ✓ Real-time SIM and eSIM activation
- ✓ Digital dealer onboarding and verification
- ✓ Integrated commission and incentive engines
- ✓ Automated validation and workflow triggers

This approach ensures that every transaction is instantly available for reporting, validation, and financial processing, eliminating delays and reducing manual dependencies.

## From Transaction to Payout: The Connected Workflow

In traditional setups, dealer transactions move through multiple disconnected stages before reaching finance. Each step introduces delays, inconsistencies, and additional effort.

Mobile-ready operations streamline this journey into a connected workflow:

- ✓ **Transaction Capture** - Sales and activations are recorded directly at the point of interaction using mobile devices.
- ✓ **Data Structuring** - Transaction data is standardized and enriched in real time, ensuring consistency across systems.
- ✓ **Commission Calculation** - Pre-defined business rules automatically calculate dealer incentives based on transaction type, volume, or campaign logic.
- ✓ **Validation & Compliance Checks** - Built-in rules ensure that transactions meet eligibility and compliance requirements before moving forward.
- ✓ **Finance Integration & Payouts** - Validated data flows directly into financial systems, enabling faster and more accurate payouts.

Instead of operating in silos, each stage becomes part of a continuous, automated flow, reducing turnaround times and improving operational accuracy.

## Designing Incentives That Drive Dealer Behavior

Dealer incentives are one of the most powerful levers telecom operators have to influence performance. However, their effectiveness depends heavily on how they are implemented and delivered.

When incentive structures are complex, delayed, or unclear, dealers struggle to align their efforts with business objectives.

Effective incentive frameworks typically include:

- ✓ Tiered commission structures based on performance thresholds
- ✓ Volume-based rewards to drive higher sales activity
- ✓ Campaign-based bonuses for targeted initiatives
- ✓ Hierarchical commissions across dealer networks

For incentives to truly drive behavior, they must be:

- ✓ **Transparent** → Dealers understand how they earn
- ✓ **Predictable** → Earnings follow consistent rules
- ✓ **Timely** → Payouts are processed without delays

When these conditions are met, incentives become a growth driver, not an operational burden.

## Manual vs Mobile-Ready Operations

The difference between traditional and mobile-ready dealer operations becomes especially clear when viewed side by side.

In manual environments, teams spend significant time managing processes. In mobile-ready environments, systems handle execution, allowing teams to focus on optimization and growth.

## Real-Time Visibility: The Missing Link

Visibility plays a critical role in aligning dealer ecosystems, but it's often overlooked. It's not just about having access to data. It's about having access to the **right data at the right time**.

### For Dealers:

- ✓ Real-time tracking of earnings and commissions
- ✓ Clear visibility into targets and performance
- ✓ Reduced ambiguity and fewer disputes

### For Operators:

- ✓ Network-wide performance monitoring
- ✓ Accurate view of commission liabilities
- ✓ Faster identification of anomalies and exceptions

When both dealers and operators operate with the same real-time insights, it creates alignment, reduces friction, and improves overall efficiency.



## Business Impact of Mobile-Ready Dealer Operations

Adopting a mobile-ready approach delivers measurable improvements across multiple dimensions:

- ✓ 50–70% faster commission processing and payout cycles
- ✓ 30–50% reduction in manual effort and operational overhead
- ✓ 20–40% improvement in dealer engagement and campaign participation
- ✓ Real-time visibility across 100% of dealer transactions

Over time, this translates into **stronger dealer relationships, faster go-to-market execution, and a more scalable distribution model.**

## How FAST Enables Mobile-Ready Dealer Operations

Delivering mobile-ready dealer operations requires more than isolated tools. It requires a unified platform that connects field activity with operational workflows and financial systems.

FAST Dealer & Commission Management enables this by bringing together:

- ✓ End-to-end dealer lifecycle management
- ✓ Real-time transaction capture and processing
- ✓ Rule-based commission and incentive management
- ✓ Automated validation and workflow orchestration
- ✓ Seamless integration with finance systems

By consolidating these capabilities into a single environment, FAST eliminates fragmentation and ensures that data flows seamlessly from the field to finance.

## From Bottlenecks to Scalable Dealer Ecosystems

As telecom networks continue to expand, dealer operations will only grow more complex. Increasing transaction volumes, evolving services, and larger partner networks demand systems that can operate in real time and at scale.

Mobile-ready dealer operations close the gap between field activity and financial processing, transforming disconnected workflows into a unified, efficient system.

For telecom operators, this is no longer a future-state ambition.

It's a practical step toward building scalable, transparent, and high-performing dealer ecosystems.

*Visit our website or book a FAST demo to see how mobile-ready workflows, real-time commission management, and seamless finance integration can transform your dealer operations.*

# Backed by Proven Expertise:

## FAST is powered by Evolving Systems

With over 35 years of telecom innovation and more than 100 successful deployments across five continents, FAST combines global experience with enterprise-grade flexibility. We empower you to deliver real results with efficient teams and ambitious goals.



**Proven by Leaders. Built for Movers.**



### About Evolving Systems

With over 30 years of expertise, Evolving Systems is a trusted partner in the telecommunications sector. We help CSPs adapt and excel, backed by our 35-year legacy of reliability and innovation. Trusted by 80% of the world's largest Mobile Network Operator Groups, we streamline (e)SIM processes and enhance customer data integration with our Complete (e)SIM Lifecycle Management Suite and Evolution platform.

#### Key Offerings:

- Complete (e)SIM Lifecycle Management Suite and Evolution platform: Streamlines (e)SIM processes and enhances customer data integration.
- Rapid Activation: Efficient (e)SIM and service activation processes. Advanced Solutions: Provisioning, Number, and Dealer Management, tailored and scalable experiences.
- Customer Engagement: Comprehensive Customer Value Management and Loyalty solutions provide real-time marketing insights and enhance digital engagement.

#### Our Commitment

We optimize every stage of the customer lifecycle, driving growth and loyalty. With a presence in 12 countries, we provide global assurance, reliability, and innovation, shaping the future of telecommunications.

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