

Digital BSS Modernization by Operator Type

*A Practical Guide for MVNOs, MNOs, and
Converged Operators.*



Digital BSS isn't a single "big bang" transformation. It's a phased shift toward an operating model that helps operators move faster, execute with more consistency, and turn data into actions that improve performance and customer value.

Why Digital BSS Now

Telecom customers expect instant activation, transparent experiences, and relevant offers across every channel. Digital BSS helps operators respond by enabling:

- **Faster launches** through modular, API-led capabilities
- **Unified intelligence** across channels for consistent customer experiences
- **Modern monetization** for bundles, partnerships, and digital ecosystems
- **Lower operational friction** through automation and lifecycle discipline

Modernization Priorities Differ By Operating Model

Operator Type	Optimizing For	Common Pain Points	High-Impact Priorities
MNO	Scale with control; agility without losing governance	Too many systems/handoffs; SIM & number leakage; dealer standardization issues; slow execution despite analytics; activation bottlenecks	Resource lifecycle governance; activation agility; channel oversight; customer value execution
MVNO / Digital-first	Speed, simplicity, customer experience	Offer updates take too long; fragmented onboarding/activation; limited early retention levers; messy expansion with partners/dealers	Faster onboarding & activation; real-time engagement; offer execution discipline; scalable partner/channel enablement
Converged	Consistency across products and channels	Fragmented journeys; hard cross-sell/bundles; multi-domain provisioning delays; inconsistent personalization	Consistent activation/provisioning; faster bundle execution; real-time decisioning with guardrails; operational confidence

Key idea:



Start with the workflow creating the most friction today, then scale modernization in phases.

What To Modernize First

Start where ROI is clearest, then expand.

4-Step Modernization Roadmap

	Step 1	Step 2	Step 3	Step 4
	Onboarding & Activation	SIM & Number Governance	Customer Value Execution	Scale Governance
Start with:	Tertio Service Activation (TSA) + Smart Dealer	Dynamic SIM Allocation (DSA) + Total Number Management (TNM)	Evolution with AIQ	Smart Dealer + TNM/DSA
Outcome:	Faster time-to-revenue and fewer activation drop-offs	Less leakage, better utilization, stronger control	Insights become consistent next-best actions across channels	Consistency across partners, regions, and channels

Start here if –

- Activation is slow or brittle → **Start with TSA**
- SIM/number leakage or scarcity is a priority → **Start with TNM + DSA**
- Retention/CVM execution is inconsistent → **Start with Evolution + AIQ**
- Dealer performance or commissions are hard to govern → **Start with Smart Dealer**

Recommended Sequencing By Operator Type

MNO: TNM + DSA → TSA → Evolution + AIQ → Smart Dealer

MVNO / Digital-first: TSA → Evolution + AIQ → Smart Dealer

Converged: TSA → Evolution + AIQ → TNM + DSA → Smart Dealer

Digital BSS modernization succeeds when treated as an operating upgrade rather than a technology swap. Start with the workflows that create the most friction today, modernize in phases, and build toward a model in which insight consistently becomes action across channels.

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.

For more information please visit: evolving.com or follow us on LinkedIn: [linkedin.com/company/evolving-systems/](https://www.linkedin.com/company/evolving-systems/)
info@evolving.com | evolving.com

Our Locations

United Kingdom
2 City Approach, Albert Street,
Manchester,
UK M30 0BL

India (Bangalore)
Gurudas Heritage, 3rd Floor, 59/2
100 Ft Ring Road, Banashankari
Stage II, Bangalore 560070, India

Spain
Plaza de Carlos Trias Bertrán, 4,
28020 Madrid (Ibercenter), Spain

United States
871 Marlborough Ave. Ste 100
Riverside, CA 92507 USA

India (Kolkata)
Victoria Park, Level 5, Block GN,
Plot 37/2 Sector V, Salt Lake,
Kolkata 700091, India

Canada
Montreal
505 Maisonneuve West, Suite
400 Montreal, Quebec H3A 3C2
Laval
6900 Boulevard Arthur – Sauve Suite
203 Laval, QCH7R 1K7