

# Digital transformation of consumer marketplace

ZIRA BSS Suite

Case study — 2025





# Challenge

Njuškalo, Croatia's leading online marketplace, set out to build a scalable platform and improve the capabilities of its shopping portal.

With over one million buyers and sellers, one of Njuškalo's biggest challenges was managing a growing network of partners and different business models. To simplify this complexity, they needed a powerful, modernized BSS backend, one that could streamline how customer and partner relationships are handled across their entire lifecycle.



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Before we started this initiative, we had no 360 view of the customer, many manual steps, bad quality due to missing validation, and a long time to market when we needed to introduce new products.

**Slobodan Vučen**  
Senior Project Manager at Njuškalo



# Transforming the BSS platform

## Supports multiple monetization models

A flexible Lead-to-Cash process handles credit-based or recurring subscriptions across C2C, B2C, B2B, and B2B2X business models.

## Connects products, services, and content in one place

Brings all marketplace offerings and marketing assets into a single product catalog, making it easier to manage and provision through streamlined order flows.

## Breaks the monolith

Replaces the legacy portal with a modular, API-ready BSS solution that separates front-end and back-end layers for better flexibility and faster updates.

## Streamlines quoting and ordering

Enables product catalog-driven CPQ and order capture across both self-service portals and agent applications, speeding up sales and improving accuracy.

## Automates support and communications

Manages user interactions and tickets automatically, with built-in integration across channels like chat, social, and email.

## Connects directly to financial systems

Syncs with SAP Financial System for smooth billing, accounting, and reporting.

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We selected ZIRA to help us transform our IT infrastructure, having seen their track record in delivering similar BSS transformation projects worldwide.



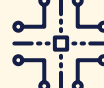
**Radomir Bjelopetrović**  
Chief Technology Officer at Njuškalo



# Solution

Njuškalo selected ZIRA for its proven track record in complex transformation projects, its pre-integrated Lead-to-Cash BSS suite designed for efficiency and cost-effectiveness, and its recognized quality in delivering scalable solutions.

To support Njuškalo’s digital transformation, ZIRA deployed several key products from its solution portfolio:

- |  |   |  |
|--|---|--|
|  — Customer Ticketing |  — Product Catalog   |  — Billing & Finance Management         |
|  — Customer 360       |  — Marketing Module  |  — CPQ (Configure, Price, Quote)        |
|  — Lead Management    |  — Forecast Planning |  — Customer Ordering & Asset Management |





# Benefits

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Njuškalo's move to the ZIRA digital BSS platform has helped the marketplace streamline operations and focus on business growth.

With a modernized and simplified IT environment, Njuškalo now offers truly digital-first, omnichannel experiences that are agile and adaptable to user needs.

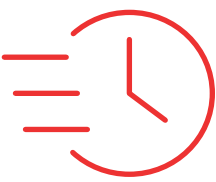
As a unified platform across all business lines, ZIRA BSS provides a 360° view of customer information and harmonized processes for managing customer relationships. ZIRA's Product Catalog has also streamlined offer design and product management.

Njuškalo is part of the Styria Media Group, operating in Austria, Croatia, and Slovenia. Following the successful BSS implementation of the full BSS suite in Njuškalo, the Styria Group chose to adopt the same suite for another marketplace in Slovenia, Bolha.



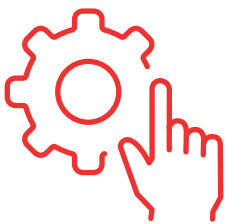


# Results



24h

product time  
to market



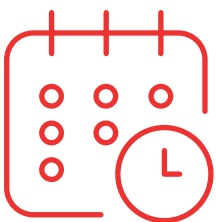
38%

B2C self  
service



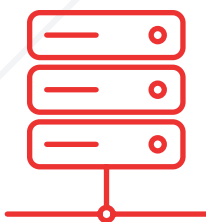
2m

orders  
daily



1 month

launch new  
instance



6 months

launch new instance  
with data migration



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Why did we succeed? It hasn't always been an easy journey to accomplish something this ambitious and transformative for our customers and our business. It's about having top management support and then creating great teams between all parties involved and really sharing the same target end state. It's complex to create business value: you need to understand the customer journey, touchpoints, BSS impacts, integration layer. We reached our targets and milestones by always keeping in mind the end customer as our guiding star.

**Mario Vrgoč**  
CEO at Njuškalo



# About ZIRA

For 30 years, ZIRA Group has been delivering award-winning products and solutions for Customer Partner Management, Product Catalog, Order Management, Trading and Routing, and Billing and Revenue Management.

Our comprehensive offerings streamline the full Lead-to-Cash process, empowering enterprise and wholesale businesses in the telecommunications and media industries.

Trusted by 50+ telecoms and digital service providers in over 30 countries, with offices in the Bosnia & Herzegovina, Croatia, KSA, Netherlands, Türkiye, and UAE we've enabled clients to launch new digital services, expand into new markets, and create exceptional experiences that attract new opportunities and foster brand loyalty.



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