ZIRA

How Virgin Media Ireland launched a wholesale fiber network

Enhancing broadband services across Ireland

Case study — 2025

About Virgin Media Ireland

Virgin Media Ireland, part of the Liberty Global Group, is the leading provider of connected entertainment, cable, and broadcast services in the Republic of Ireland, serving over one million customers.

As part of its strategy to transition from traditional cable services to fully automated high-speed fiber broadband, Virgin Media Ireland needed ZIRA's support in digital transformation to expand its business to wholesale partners and enable the successful network transformation.

Challenge

For Virgin Media Ireland, providing reliable, high-speed connectivity that's always one step ahead of demand is a must.

They were looking to upgrade broadband infrastructure in Ireland from coax cable to fiber-to-the-premises (FTTP) connectivity and next-generation XGS PON technology, with a goal of bringing ultrafast fiber connectivity to over 1 million homes by the end of 2025.

To roll out a superfast fiber broadband network and open it up to wholesale partners (in addition to upgrading the physical network infrastructure), Virgin Media Ireland needed to ensure the IT systems were in place to manage the inherent complexities:

— Fiber requires a specific IT stack to accommodate the different processes needed for monetization.

— The requirements for retail and wholesale fiber business models vary.

To fully capitalize on wholesale fiber opportunities, VMIE decided to use a dedicated IT stack for wholesale. Upgrading the physical network is a CAPEX-intensive process, so the IT transformation had to be cost-effective and deliver fast ROI.

To deliver XGS-PON to the market quickly, the IT overhaul needed to happen within a very tight timeframe.

The 4 key pillars of ZIRA's successful fiber strategy

— 1. End-to-end support for fiber processes
— 2. Capabilities to simplify wholesale fiber complexity
— 3. Easy integration and adaptability
— 4. Scalability for business evolution

Solution

ZIRA was involved in a "complete transformation" of the IT processes and systems, as described by John Walsh, Director of Technology Transformation at VMIE.

To introduce and manage the new wholesale fiber arm of the business, Virgin Media Ireland implemented ZIRA's Wholesale BSS-in-a-Box for Fiber solution. This included ready-to-use processes, workflows, catalog data models, and best practices to manage a wholesale fiber network.

ZIRA also implemented a full suite of BSS lead-to-cash capabilities to provide fiber to partners in a B2B2X model, including:

— Product catalog	— Order and service fulfillment	— Billing
— Customer and partner management	— Agreement management	— Partner self-service portal
— Order capture	— Trouble ticketing	— Partner API gateway

External applications of the IT ecosystem were introduced and seamlessly integrated in parallel to the transformation across areas such as workforce management, service fulfilment, GIS and incident management.

A unique extensions framework was introduced to adapt to each partner's process, adjust to the operator's custom requirements, and integrate with the rest of their landscape.

Benefits

VMIE's partnership with ZIRA saw the first technical go-live achieved within just one year, demonstrating the easy integration and advanced capabilities of the ZIRA solution. Virgin Media Ireland also secured wholesale deals with multiple national RSPs, and with more agreements in the pipeline.

ZIRA established easy access for partners, either via a customized self-service partner portal or TM Forum standard APIs for partners to plug into directly. This helped deliver seamless functionality and digital partner enablement for wholesale partners.
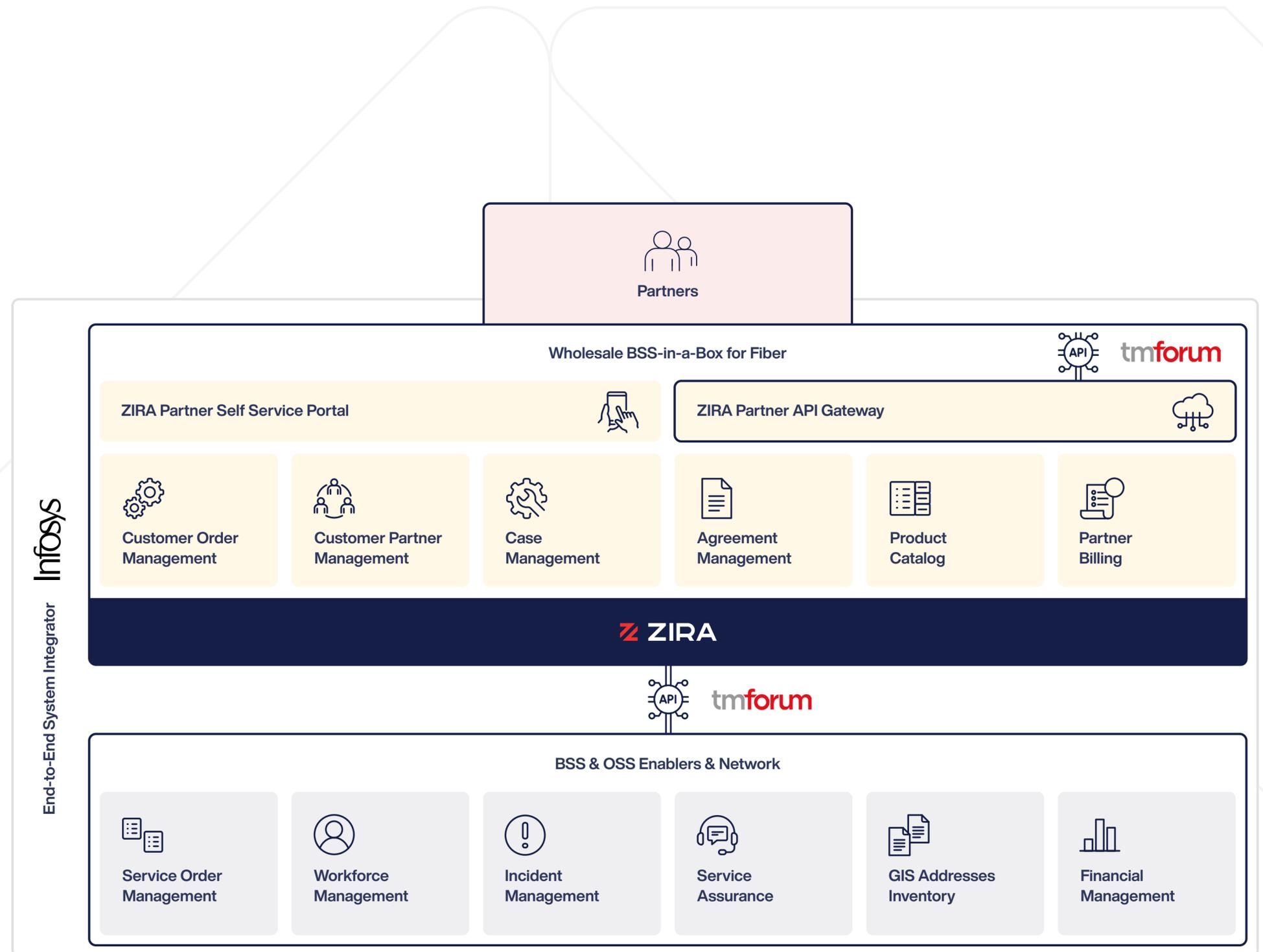
Results

10,000+
use cases tested for billing, partner management, agreement management, product catalog, COM, and trouble ticketing.

50+
digital use cases supported end-to-end

10+
TM Forum Open APIs

Infosys

End-to-End System Integrator

Partners

Wholesale BSS-in-a-Box for Fiber
tmforum

ZIRA Partner Self Service Portal

ZIRA Partner API Gateway

| Customer Order Management | Customer Partner Management | Case Management | Agreement Management | Product Catalog | Partner Billing |

ZIRA

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BSS & OSS Enablers & Network

| Service Order Management | Workforce Management | Incident Management | Service Assurance | GIS Addresses Inventory | Financial Management |

About ZIRA

ZIRA offers award-winning solutions for Revenue and Order Management, Product Catalog, and Customer Partner Management, with B2C, B2B, and B2B2X options that simplify the lead-to-cash process, minimize risks and costs, and safeguard legacy investments.

With 30+ years of experience and a reputation for quick implementation and efficient operations, ZIRA has helped 50+ telecom operators and digital service providers across 30+ countries introduce new digital services and provide exceptional customer experiences.

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