



ZIRA Solutions

All-in-One BSS solution for telecom transformation



Is your telco undergoing delayering?

Tightly integrated telcos are transforming into distinct entities: **ServCo**, **NetCo**, and **InfraCo**.

This strategic shift allows management to focus on each unit's core strengths, improving financial performance. The delayered CSP units become more agile, enabling them to adapt quickly to market shifts within the complex telecom ecosystem.



What does this mean for your business?



Reduced regulatory burden

With fewer parts, separated CSPs encounter less regulatory oversight, allowing each unit to operate with fewer restrictions.



Optimized capital use

Separation enables each entity to allocate capital more efficiently—whether for real estate, network growth, or customer acquisition—improving productivity.



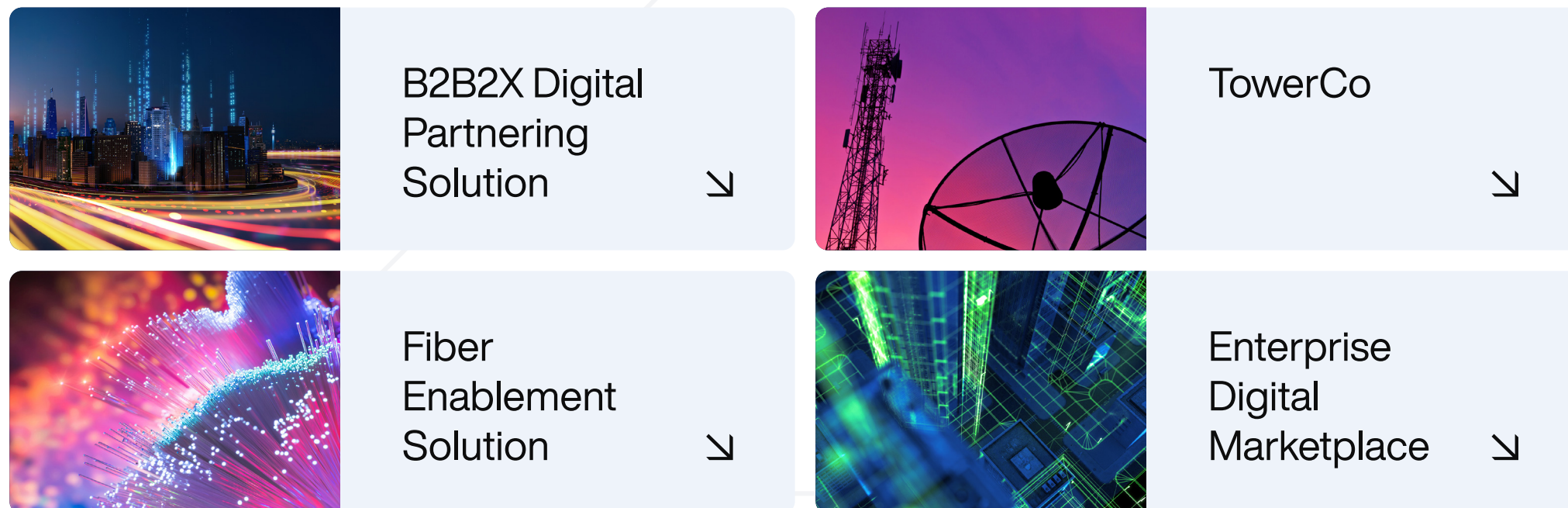
Increased market responsiveness

In a fast-changing tech landscape, delayed CSP units can quickly adjust to market shifts, ensuring they stay competitive in an evolving ecosystem.

Shifting business models demand a shift in BSS

ZIRA All-in-One BSS empowers telcos to adopt new business models by facilitating seamless partner interactions, enabling cross-selling between units, and driving the entire ecosystem forward.

It allows telcos to rapidly launch new digital services and create superior customer journeys, with support for automated lead-to-cash processes, including concept-to-market, lead-to-order, usage-to-payment, and problem-to-solution.



B2B2X Digital Partnering Solution

B2B2X business models are transforming the telecommunications industry, enabling CSPs worldwide to expand their partner ecosystems.

By digitizing interactions with new wholesale and reseller partners, a wealth of lucrative opportunities becomes accessible.



Seamless transition from operator to orchestrator

Empower your business to manage a diverse ecosystem of partners with ease.



Self-Service via B2B2X partner portal

Allow partners to independently manage their interactions, optimizing efficiency.



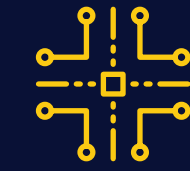
API-Driven partner empowerment

Give partners the tools to handle all customer-related tasks through flexible, powerful APIs.

B2B2X Digital Partnering Solution

Effortless partner ecosystem management for telecom

ZIRA's unified platform empowers telecom operators to streamline operations, automate partner workflows, and adapt to any business model, driving efficiency and enabling growth across the B2B2X lifecycle.



Seamless integration for partners, services, and solutions

Deliver a fully digital, streamlined experience that enhances operational efficiency and drives collaboration across your partner network.



End-to-end digital workflows

Automate the entire partner journey—from onboarding and order fulfillment to financial settlement—simplifying operations and improving user satisfaction.



Partner portal for effortless operations

Enable partners to manage accounts and processes autonomously, reducing costs and minimizing complexity while scaling operations.



Flexible monetization framework

Support any telecom business model, partner type, or service on a single, unified platform, ensuring adaptability and simplified data management.



Comprehensive billing and charging solutions

Handle complex partner ecosystems with ease, including multi-level account structures, real-time pricing, hierarchical settlements, bundled services, and more—specifically designed for the B2B2X lifecycle.

Fiber Enablement Solution

The global FTTx market is projected to reach \$17.3 billion by 2033. To capture this opportunity, operators need an all-in-one solution to pivot the fiber wholesale business and quickly capitalize on shifting market conditions.



Streamline product fulfillment

Automate processes for faster product delivery.



Facilitate seamless collaboration

Work smoothly with fiber owners and partners.



Expand opportunities

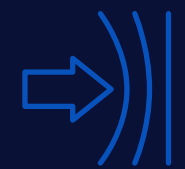
Engage with both small resellers and large operators.

Fiber Enablement Solution



Open APIs

Simplify integration with partners and existing systems.



Flexible Processes

Fully customizable to meet your business needs.



Self-Service Portal

Allow partners to manage requests and track orders independently.



Fiber Enablement Solution

Seamless wholesale services for next-generation growth

ZIRA's pre-integrated BSS suite allows operators to transform their IT in a phased approach, incorporating the four pillars essential for wholesale fiber success.



End-to-end fiber process support

Gain visibility and control over fiber processes from start to finish.



Simplify wholesale fiber complexity

Manage complex fiber operations efficiently.



Optimize fiber infrastructure

Maximize the potential of your fiber infrastructure with seamless integration.



Scalable business growth

Adapt to evolving fiber business needs with a scalable solution.

TowerCo

ZIRA BSS is specifically tailored for tower companies, streamlining the entire lead-to-cash process and automating every step—from initial customer engagement to final transaction. To drive increased revenue, it supports various business models, maximizes tower usage, and effectively manages complexity without disrupting customer experiences.



Build

Lease



Use case

New towers are commissioned by MNOs to be built in areas where they wish to expand. Investment comes from MNOs using towercos as a contractor and can be sold to the MNO or managed by the towerco.

Towers, which can be owned by either towercos or MNOs, are leased to telcos under a contractual agreement, generating recurring revenue.



Challenge

- Creating and managing complex quotations with a detailed breakdown of costs and complex eligibility surveys

- Different treatment between investing MNOs and additional tenants
- Updating agreements and billing as increased tower tenancy impacts shared costs



BSS need

- Complex quote configuration for future towers
- Bulk ordering to better manage volume
- Capability for individual items to be contested within a project

- Support for complex invoicing processes
- Combining one-time and recurring costs within the same invoice

TowerCo

Boost customer satisfaction and strengthen relationships

Maximizing revenue for tower companies with modern BSS solutions

[View whitepaper](#) [→]



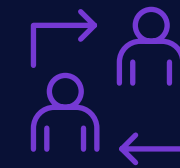
Enhance customer interactions

Improve order capture and management to quickly address service requests and enhance the customer experience.



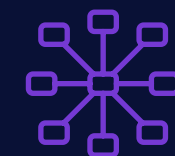
Optimize billing and financial operations

Ensure accurate invoicing and payments to maintain healthy cash flow and reduce revenue loss. Efficiently manage network maintenance and expansion costs to sustain profitability.



Support multifaceted models

Handle multiple tenancies and complex contracts with flexible quotation processes that allow for tailored service offerings. Manage contract lifecycles from start to finish.



Seamless system integration

Integrate OSS, BSS, and ERP systems to ensure smooth data flow and coordination across network segments, laying the groundwork for next-generation networks.

Enterprise Digital Marketplace

Empower your digital marketplace with ZIRA's BSS. Manage diverse business models, including credit-based and subscription models across C2C, B2C, B2B, and B2B2X ecosystems.



Faster time to market

Launch new products within 24 hours.



Empower customers

Achieve a 38% increase in B2C self-service.



Scalable operations

Support up to 2 million orders daily.

Enterprise Digital Marketplace

Building smarter B2B e-commerce

Leverage forward-thinking technology that's fully customizable to meet the unique demands of today's B2B organizations. Provide specialized e-commerce capabilities that distinguish your business and create lasting impressions with buyers.



Comprehensive product catalog

Showcase products, services, and marketing content with streamlined order management.



Decoupled architecture

Replace monolithic portals with a flexible, COTS BSS solution integrated via APIs.



Efficient CPQ and order capture

Use product catalog-driven CPQ and order capture through a customer portal and agent application.



Automated interaction management

Manage user interactions across various channels such as chat, social media, and email.



Financial system integration

Smooth integration with billing and invoicing systems.

Your partner in telecom transformation

For over 25 years, ZIRA has empowered telecom leaders in 30+ countries to drive efficiency and fuel growth.

Our all-in-one BSS solution simplifies the lead-to-cash process, reduces operational complexity, and accelerates time-to-market. With full support for B2C, B2B, and B2B2X models, it brings enhanced billing efficiency, stronger customer loyalty, and clearer visibility into revenue streams. ZIRA also minimizes implementation risks, protects legacy systems, and optimizes costs—enabling you to scale with confidence.

Experience the real benefits of a unified, future-proof BSS solution with ZIRA.

Reach out today and take the first step toward telecom innovation.



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