

E2E Wholesale business automation with 360° operations insight

Protecting cash flow, partnerships and new revenue
streams with intelligent wholesale automation

Background

In wholesale telecom, growth can become a double-edged sword. More partners, more rate sheets, more traffic, more agreements and more complex commercial models create more opportunities, but also more operational risk.

For **stc Bahrain**, rapid wholesale business growth exposed the limitations of legacy systems and manual processes. The challenge was no longer simply to process more transactions. stc needed greater control over rates, routing, billing, partner settlements and profitability while creating the flexibility to support more sophisticated wholesale agreements.

The answer was an end-to-end wholesale business revenue management solution from ZIRA, designed to automate critical operations while giving the business a **360° view of traffic, commitments, disputes, revenue and partner performance**.

The result: approximately **70% less manual work**, greater operational efficiency and a stronger foundation for protecting cash flow, strengthening partnerships and pursuing new revenue opportunities.



About stc Bahrain

stc Bahrain is a major telecommunications and digital services provider.

The company has built a strong position through continuous investment in connectivity, technology and digital services, while developing a comprehensive wholesale and enterprise portfolio serving national and international requirements. Its wholesale operation has evolved into a significant international business, offering voice, data, connectivity, roaming and related services. stc Bahrain's current wholesale operation highlights a broad ecosystem of telecom and technology partnerships and a global connectivity footprint. That scale created a clear business imperative: the wholesale operating model needed to evolve as quickly as the business itself.



Challenge

When wholesale growth outpaces legacy systems

Over a period of rapid growth, stc Bahrain's wholesale business faced increasing pressure on its legacy solution. The team needed to manage increasingly complex commercial and operational processes while reducing dependency on manual intervention. The requirements were extensive. Rate sheets needed to be processed automatically regardless of format, structure or breakout. Negotiated rates had to remain consistent. Margin controls needed to support both automated and manual decisions. Routing orders had to be generated according to parameters such as least-cost routing, quality of service, traffic, IN-routes and commercial commitments. At the financial layer, **stc Bahrain** needed flexible invoice generation, diversified rating and discount models, automated supplier invoice reconciliation and reliable identification of disputable data, including discrepancies in rates, currencies, volumes and commitments.

At the management level, the business needed multidimensional revenue-expense analysis, rule-based controls, event-driven alarms and workflow automation aligned with stc's specific processes.

The objective was not simply more automation, it was better business control.

Solution

End-to-end wholesale revenue management

After evaluating its options, stc Bahrain selected **ZIRA Wholesale Business Revenue Management (WBRM)**, including **Trading & Routing Management (TRM)** and **Rating & Billing / Interconnect Billing (ICB)**, to replace its legacy systems. The decision was driven by the solution's fit with **stc Bahrain's** wholesale needs and ZIRA's proven expertise and customer references. The system automated routine operations while empowering users to focus on higher-value decisions, with the flexibility to intervene or override recommendations when needed.

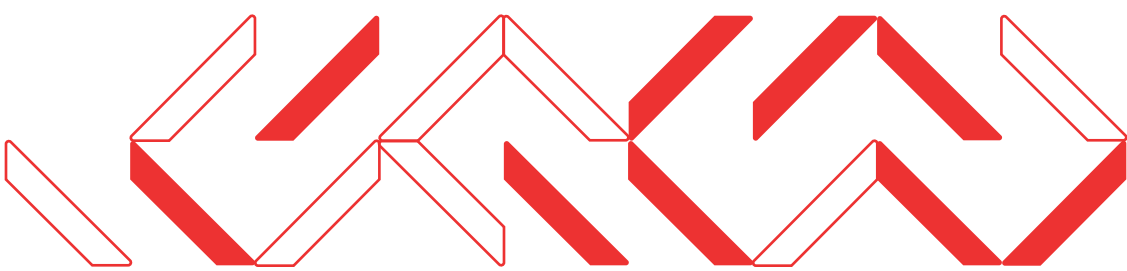
Implementation was completed within **6 months**, from contract signing to production readiness and the first parallel run of the fully integrated system.

The new platform automated key wholesale processes across the operational and financial lifecycle:



Benefits

From processing transactions to managing performance



Less manual work, more operational capacity:

The solution reduced manual work by approximately 70%. This allowed wholesale business and operations teams to spend less time processing data and more time analyzing performance, managing exceptions and making commercial decisions.



Stronger partner relationships:

Wholesale partnerships depend on trust as much as technology. By providing visibility into commitment fulfillment, invoicing and dispute behavior, ZIRA WBRM helped stc improve oversight of partner performance and protect profitable relationships.



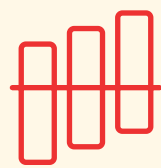
Faster, more controlled partner settlements:

Automated invoice processing and reconciliation improved consistency across received supplier invoices, regardless of their original format. Disputable items could be identified systematically, helping accelerate dispute handling and strengthening cash-flow visibility.



A 360° view of wholesale operations:

The transformation connected operational and financial insight across trading, routing, commitments, disputes and profitability. Instead of viewing each process in isolation, stc gained a broader picture of business and partner behavior, supporting faster identification of operational issues and commercial opportunities.



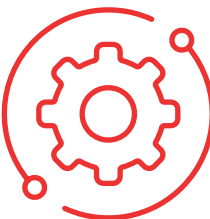
Better protection of margins and revenue:

With automated rating, re-rating, traffic analysis and commitment control, stc could introduce more sophisticated commercial arrangements with greater confidence. The system also helped identify profitable destinations, products and traffic opportunities more quickly.

Results

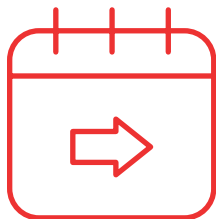
Turning complexity into business control

The transformation delivered measurable operational improvement:



~70%
reduction in manual work

Automation removed a substantial portion of repetitive wholesale processing and reconciliation activities



6-month
implementation

The integrated ZIRA solution reached production readiness and first parallel run within the agreed delivery window.



Immediate
operational improvements

Following implementation, stc Bahrain reported greater flexibility and efficiency in rate-sheet handling, routing orders, traffic and commitment control, as well as supplier invoice management.



Most important result was strategic one

stc Bahrain gained the operational foundation to manage wholesale as a more agile, insight-driven business, one where automation protects cash flow, data supports better partner decisions, and greater commercial flexibility creates room for new revenue opportunities.

About ZIRA

For three decades, ZIRA has developed BSS software for telecommunications and digital service providers, covering areas including Customer Partner Management, Product Catalog, Order Management, Trading & Routing Management, Billing and Revenue Management.

Its solutions are designed to streamline lead-to-cash operations across B2C, B2B and B2B2X environments. Today, ZIRA supports **50+ telecom and digital service providers across 30+ countries**, with a global organization and offices across Europe and the Middle East.

ZIRA's wholesale portfolio is built around a simple principle: **wholesale operations should not merely process complexity, they should turn it into business advantage**. For operators managing increasingly sophisticated partner ecosystems, that means connecting trading, routing, rating, billing, settlement and revenue insight into a more automated operating model. Because when wholesale becomes more complex, visibility becomes more valuable. And when visibility is connected to automation, **complexity can become a competitive advantage**.



www.ziragroup.com



info@ziragroup.com

