Partner

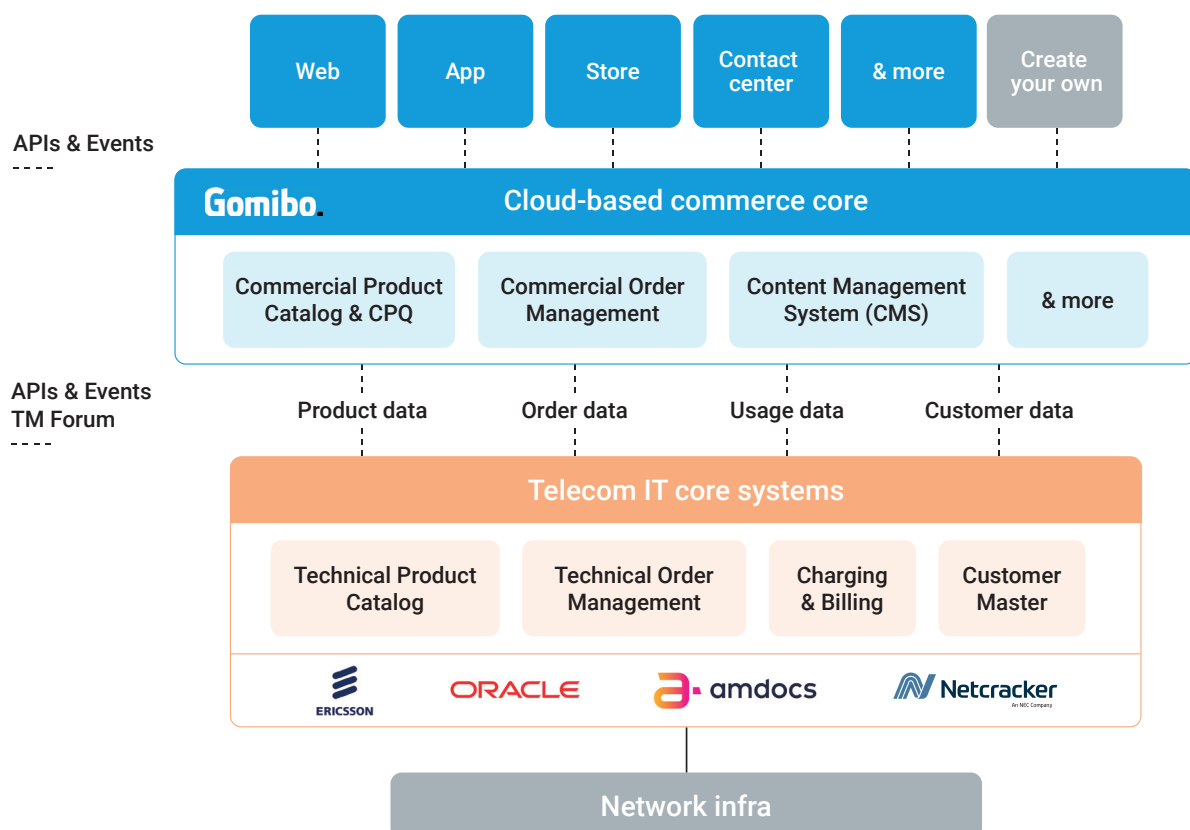# Provide an end-to-end solution together with Gomibo's omnichannel solution for telcos

---

The Gomibo omnichannel platform is built to cover the front-end channels and the supporting back-end systems. It operates as a omnichannel layer decoupled from your core IT systems. The software powers all channels which allows a telco to provide a full omnichannel experience without any fragmentation.

Digitization is difficult in the Telecom Industry

Most telcos built their platform by customizing and merging software from many vendors. This stems from the absence of software that meets the requirements of selling and servicing telecom products. A typical telco architecture is therefore expensive to maintain and hard to change or expand.

Gomibo platform + Digital BSS

The software development of the Gomibo platform was done completely in-house since 2006 and is tailored to the needs of the telecom industry. Our experience as telco reseller helped us build the SaaS platform that we offer as a product to telcos today. It enables telcos to sell connectivity and to offer all telecom products and services that their customers require. Gomibo offers not just software, but also the services needed for a complete customer journey. Supported by a Digital BSS, we are cooperatively able to offer integrated digital experience and commerce management with minimal integration.

Web	App	Store	Contact center	& more	Create your own

APIs & Events

Gomibo. Cloud-based commerce core

Commercial Product Catalog & CPQ	Commercial Order Management	Content Management System (CMS)	& more

APIs & Events TM Forum

Product data	Order data	Usage data	Customer data

Telecom IT core systems

Technical Product Catalog	Technical Order Management	Charging & Billing	Customer Master

ERICSSON   ORACLE   a· amdocs   Netcracker *an NEC Company*

Network infra

Minimal integration

Gomibo integrates without much hassle. We prefer to use APIs following the TM Forum standards. A typical Gomibo <> BSS/OSS integration consists of 2-3 touchpoints:

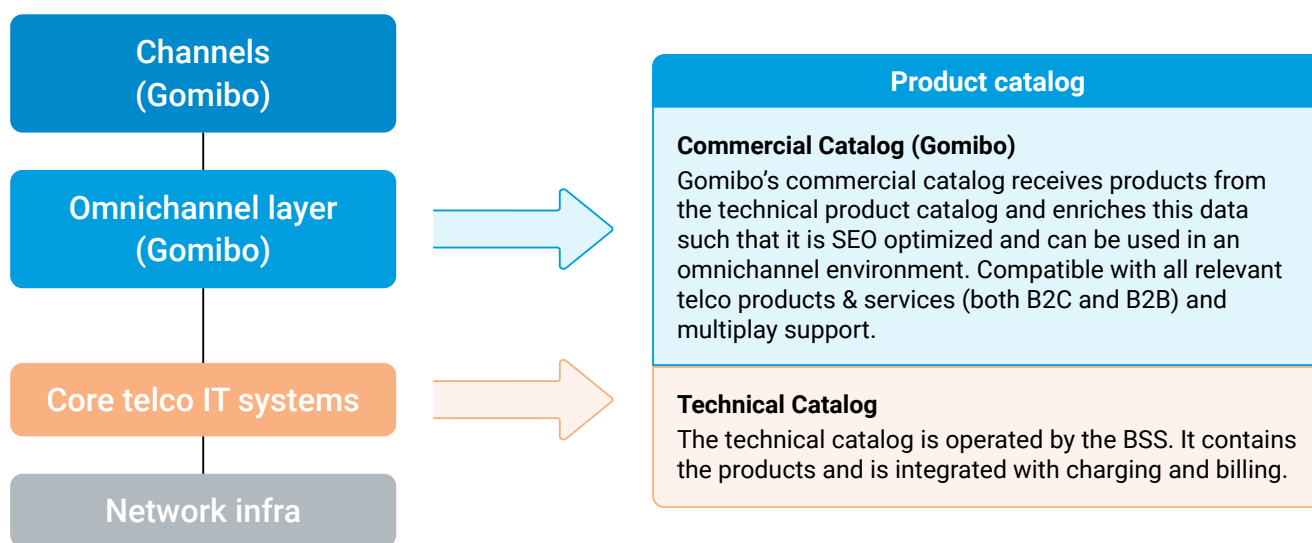### Product Catalog

A clear separation between responsibilities:

1. Technical catalog: The technical catalog is operated by the BSS vendor. It contains the products and accommodates charging and billing

2. Commercial catalog: Gomibo's commercial catalog is the best tool to improve ARPU. It receives the products from the technical product catalog and enriches this data such that it is SEO optimized and can be used in an omnichannel environment . Compatible with all relevant telco products & services (both B2C and B2B) and multiplay support

Customer onboarding

Using a simple customer onboarding API we cover order management and the CRM data exchange.

Optional: Usage and billing

Required to show usage and billing information in the front-end channels.

Channels (Gomibo)

Omnichannel layer (Gomibo)

Core telco IT systems

Network infra

Product catalog

Commercial Catalog (Gomibo)
Gomibo's commercial catalog receives products from the technical product catalog and enriches this data such that it is SEO optimized and can be used in an omnichannel environment. Compatible with all relevant telco products & services (both B2C and B2B) and multiplay support.

Technical Catalog
The technical catalog is operated by the BSS. It contains the products and is integrated with charging and billing.

Partnership opportunities

### Pre-integrating platforms

Pre-integrating your BSS stack with Gomibo's platform creates an out-of-the-box omnichannel solution for telcos. A typical integration involves minimal integration, so the effort is limited.

Partake together in a RFI/RFP opportunity

A telco seeks to replace their OSS/BSS systems combined with the wish to replace their channels for an omnichannel solution.

Gomibo omnichannel CRM

Our Agent CRM system is built to accommodate all segments, channels and journeys within one system and is interlinked with front-end features. It is built with a self-service approach, i.e. to stimulate and facilitate customers to do it themselves as much as possible. It allows for integration with other (communication) channels and includes dedicated algorithms for CRM marketing. A powerful module that have shown an improved NPS, customer loyalty, and ARPU across the customer lifecycle.
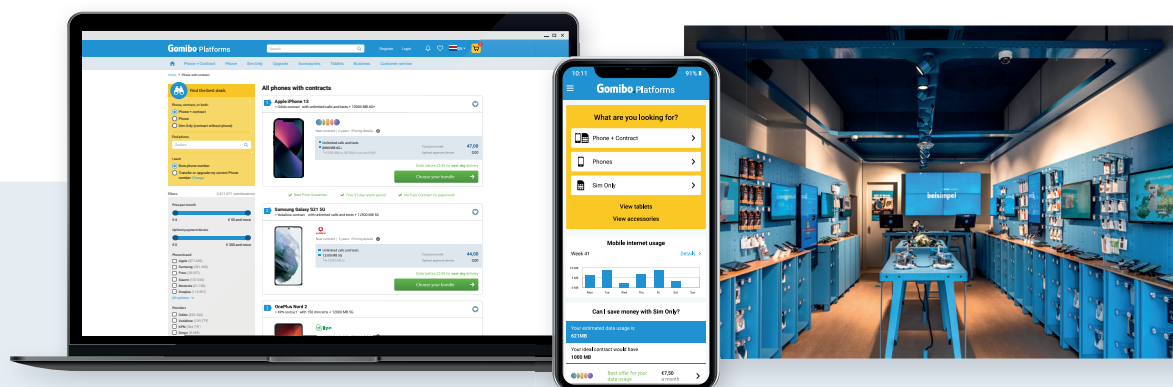
The Only Omnichannel Solution for Telcos

Website | App | Store | Contact Center | Chat | Self-service | Create new channel

Landmark case: Belsimpel.nl

Belsimpel currently has **2.9 million sessions** each month and sells more than **100k products each month**. Even though this is significant traffic, the website has almost a 100% uptime and defeats competitors in terms of loading speeds. This is all powered by the Gomibo software.

The software proves itself every day at scale in challenging conditions in 30 countries and 12 native languages. It includes continuous updates and new features with daily releases, meaning that Belsimpel reaps the rewards of daily improvements of the Gomibo software