vírtusa
Engineering First

Deliver the connected future faster with Virtusa and Salesforce Communications Cloud

Empowering CSPs with cutting-edge solutions

Communication Service Providers (CSPs) face challenges like migrating from legacy systems, integrating with existing infrastructure, and managing security and compliance while contending with OTT competitors and evolving customer expectations.

By leveraging cloud technologies, CSPs can rapidly deploy and scale new services, integrate advanced features, and reduce the complexity and cost of maintaining traditional on-premises systems. This agility allows CSPs to respond more effectively to market demands, innovate more quickly, and offer personalized, high-quality experiences to their customers.

It is crucial to transform business and operational systems across marketing, sales, order fulfillment, and customer service. CSPs worldwide are focusing on enhancing Average Revenue Per User (ARPU) while reducing customer churn. This involves streamlining the quote-to-order process with industry-standard integrations, advanced AI, and purpose-built applications.

Virtusa's expertise in digital transformation guarantees a seamless transition to cloud platforms, combined with Salesforce Communications Cloud, providing a scalable solution for managing customer interactions, automating processes, and leveraging AI insights to enhance service and drive growth. This distinct advantage sets Virtusa apart from the competition.
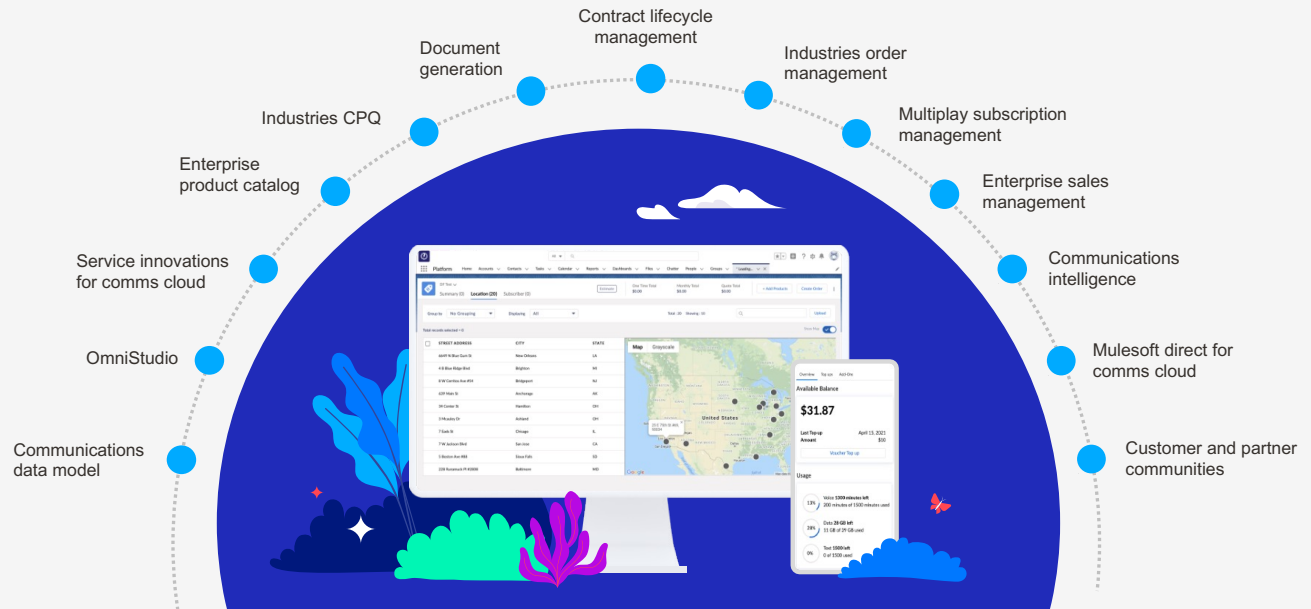
Why Virtusa?

Virtusa's approach to BSS transformation:
These 5 pillars make us a unique choice for CSPs

Proven consulting methodology + domain expertise	Right partnerships	Telco data migration experts	Ability to deliver valuable AI	Innovate commercial propositions
We help customers rapidly discover, optimize, and plan for BSS transformation. We bring best practices and industry knowledge to accelerate the process	We have partnership with best of breed true SaaS providers such as Salesforce, Aria, and CSG	A key element of BSS is data migration – our FluidPro telco data migration tool IP accelerates and de-risks migration	Virtusa positioned as one of the top Gen AI SIs in the market to truly enable CSPs to take advantage of AI	Ability to provide a fully managed service to customers including Salesforce licensing under the "OSP" model

Capabilities

CSPs need an ideal fit – Virtusa's expertise, coupled with Salesforce Communications Cloud, equips CSPs to overcome operational hurdles and drive innovation.

Contract lifecycle management

Document generation

Industries order management

Industries CPQ

Multiplay subscription management

Enterprise product catalog

Enterprise sales management

Service innovations for comms cloud

Communications intelligence

OmniStudio

Mulesoft direct for comms cloud

Communications data model

Customer and partner communities
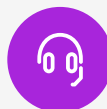
Key features and benefits

Scale service operations and enhance agent productivity through AI and automation

Simplify the product-to-cash workflow for product managers and sellers

Streamline BSS processes and lower overall IT costs

Boost agent efficiency and elevate customer service

Supporting case studies

Virtusa's expertise has delivered measurable results for leading CSPs:

- Virtusa assisted the world's oldest communication provider in cutting development efforts by 25% over the long term by creating a library of reusable components and APIs while reducing IT OPEX by consolidating Salesforce and CPQ instances within B2B.

- Virtusa supported a major UK telco in implementing their B2B concept-to-care, shifting significant CAPEX to OPEX, marking our first OSP Salesforce deal.