OUTCOME

Asianet – End-to-End SAP BRIM Transformation

Asianet modernized its Order-to-Cash operations by implementing an integrated SAP BRIM and SAP S/4HANA platform, enabling automated charging, billing, service provisioning, and financial management across its telecommunications business.

INDUSTRY	CUSTOMER	LOCATION
Telecommunications	Leading Satellite Communication & Digital TV Service Provider	Mumbai
TECHNOLOGY	**SOLUTION**	**DELIVERY PARTNER**
SAP BRIM SAP S/4HANA SAP FICA SAP SOM SAP CI	End-to-End SAP BRIM Transformation	Verso Altima India Pvt Ltd

The Business Story

The Challenge

As the business expanded its portfolio of broadband, cable TV, IPTV, and digital services, Asianet required a unified Order-to-Cash platform capable of supporting multiple business models while improving operational efficiency and financial control.

- Modernize the complete Order-to-Cash (O2C) process.
- Support prepaid, postpaid, and hybrid charging models.
- Integrate customer, billing, and financial processes.
- Reduce time-to-market for new products and offers.
- Enable centralized customer and financial management.
- Support multi-level partner revenue management.

The Solution

A fully integrated SAP BRIM solution was implemented to deliver:

- SAP BRIM integrated with SAP S/4HANA.
- Automated Order-to-Cash lifecycle.
- Product, offer, and bundle management.
- Real-time service provisioning.
- Integrated billing, invoicing, and collections.
- Enterprise financial accounting and revenue management.

The Outcome

The implementation enabled:

- Improved customer experience.
- Faster launch of new products and service offerings.
- New revenue and billing models.
- Improved billing and collection efficiency.
- Integrated financial accounting with SAP S/4HANA.
- End-to-end transaction traceability and audit readiness.

Business Impact

100%	High	100%	100%	High
Order-to-Cash Integration	Product Launch Agility	Billing Automation	Financial Integration	Revenue Model Flexibility

Technology Landscape

SAP BRIM • SAP S/4HANA • SAP FICA • SAP SOM • SAP CI • SAP CC

DELIVERED IN COLLABORATION WITH

Verso Altima India Pvt Ltd

Verso Altima India, MatrixOne's Anchor Partner for SAP BRIM, delivered an integrated SAP BRIM and SAP S/4HANA solution that modernized the client's revenue management and Order-to-Cash processes.

"*Planning a SAP BRIM Transformation?*"

Naveen Kumar, CIO