

OUTCOME

EarthLink - Enterprise SAP BRIM Transformation

EarthLink modernized its telecommunications business with SAP BRIM, creating a unified platform for billing, partner management, financial accounting, and multi-service revenue management across multiple business lines.



INDUSTRY
Telecommunications

CUSTOMER
Leading Telecommunications & Broadband Service Provider

LOCATION
IRAQ

TECHNOLOGY
SAP BRIM SAP S/4HANA SAP CRM SAP CI SAP SOM

SOLUTION
Enterprise SAP BRIM Transformation

DELIVERY PARTNER
Verso Altima India Pvt Ltd

The Business Story

The Challenge

As EarthLink expanded across FTTH, Enterprise Services, IPTV, Wireless, and Hotspot offerings, the organization required a single revenue management platform capable of supporting multiple business models, reseller networks, and integrated financial operations while improving billing accuracy and customer experience.

- Support multiple Lines of Business (LOBs) on one platform.
- Manage reseller and affiliate revenue models.
- Introduce flexible product bundles and pricing.
- Improve billing, invoicing, and financial transparency.
- Enable centralized customer and financial management.
- Reduce operational complexity across business units

The Solution

An enterprise SAP BRIM platform was implemented to deliver:

- Unified Order-to-Cash across multiple business lines.
- Dynamic product modelling and regional pricing.
- Affiliate and reseller management.
- Automated billing and financial accounting.
- Partner commission and settlement management.
- Integration with CRM, Radius AAA, ERP, and Data Warehouse platforms.

The Outcome

The implementation enabled:

- Improved billing and invoicing processes.
- Enhanced partner and reseller management.
- Flexible multi-service revenue models.
- Transparent financial accounting.
- Real-time commission and settlement processing.
- Improved customer experience across all service offerings.

Business Impact

400K

Customer Base Supported

FTTH, Wireless, IPTV

Business Lines Covered

95%

Financial Transparency

85%

Customer Escalation Reduction

Technology Landscape

SAP BRIM • SAP S/4HANA • SAP CRM • SAP CI • SAP SOM • Radius AAA

DELIVERED IN COLLABORATION WITH



Verso Altima India Pvt Ltd

Governed by MatrixOne Delivered by Verso Altima India Through the MatrixOne-Verso Altima partnership, SAP BRIM was implemented to unify billing, partner management, financial accounting, and revenue operations across multiple telecommunications business lines.