



Omantel & Optiva AI-Powered Telecom Transformation Case

50,000

products streamlined to 5,000

3 hours

to launch new products

80% reduction

in manual efforts with AI automation

Customer Background

Omantel, the national telecom leader of Oman, is looking to transform itself from a traditional telco to a technology company ecosystem, a future-ready and customer-centric techco. By leveraging cloud, data, and AI, Omantel envisions enabling unmatched business agility and creating a superior customer experience with personalized, contextualized, and real-time services, thereby enhancing the overall customer experience.

While transforming the business, Omantel wants to align with the Oman Vision 2040, which aims to enhance the quality of life of Omani citizens by creating a digitally advanced and connected community, building a knowledge-based economy, and driving Oman's sustainable development.

Customer Opportunity

Omantel aims to enhance business and IT agility by simplifying its portfolio, streamlining the technology ecosystem, and leveraging AI interventions, all while delivering exceptional customer experience and care.

Over the years, bespoke and scattered product development approaches have led to reduced business agility. Omantel has over 50,000 products across its technology systems, making it challenging to manage and market them effectively without understanding their actual demand and ROI benefits. The Omantel team was looking to simplify its product portfolio to better align with subscribers' needs cost-effectively.

Omantel's CVM (Customer Value Management) practice is struggling to meet the rapidly evolving needs of today's digital subscribers and provide them with tailored, personalized services due to the scattered products across multiple sub-systems. Lack of a single configuration tool further impeded the speed and agility. It is therefore looking to streamline the fulfillment of the new products and services by enabling real-time contextualized triggers to go to the CVM platform to capture short cross/upsell windows faster.

Lastly, Omantel is looking to deliver exceptional customer service and support to its subscribers. It aims to consistently leverage customer data across all digital and traditional channels, effectively utilizing AI technologies to drive a better experience and automation.

Solution Deployed

Optiva has been a long-standing partner of Omantel since 2012. Omantel uses Optiva's multiplay and converged charging engine for its fixed, mobile, VPN, and IoT subscribers. With Optiva, it has become a postpaid-focused multiplay service provider, surpassing its prepaid subscriber count. Recently, [Omantel upgraded Optiva Charging Engine to a cloud-native architecture](#) on Omantel's private cloud to monetize 5G opportunities and deliver customer-centric services while offering a truly converged, multi-play experience. Omantel trusted Optiva to modernize its IT and business ecosystem with a flexible, scalable charging engine and AI agents. Optiva's solution leverages open architecture aligned with TM Forum Open APIs and integrates AI/ML, LLMs, advanced analytics, and emerging technologies.

Abstraction of technical catalogs to empower business users and drive agility

Optiva simplified the complexity of underlying technical catalogs, enabling business users to configure products without technical expertise. By leveraging TM Forum Open APIs for product catalog integration, Omantel achieved seamless interoperability and standardization across its IT landscape. This integration also enabled the use of GenAI tools to optimize product offerings and deliver next-best-offer recommendations. To accelerate time-to-market, Optiva provided a configuration suite and test automation framework that allowed Omantel's business teams to validate products in minutes instead of days. In parallel, Optiva unified and managed customer and usage data collected during rating and charging processes, feeding this into analytics and GenAI agents to unlock predictive insights and support customer personalization.

Simplified product portfolio aligned with customers' needs

Optiva also helped Omantel to simplify its extensive product portfolio from more than 50,000 products to 5,000. By using AI clustering, Omantel has been able to identify redundant and underperforming products, allowing sales and marketing teams to prioritize high-performing propositions. [Optiva Charging Engine](#) enabled dynamic product denominations, which simplify product configuration by adjusting product attributes such as data quotas, minutes, prices, and validity periods without requiring full reconfiguration. GenAI-powered insights also enabled Omantel to generate innovative product ideas aligned with evolving customer needs.

Hyper-personalization with agentic AI

Omantel is also looking to leverage [Optiva's agentic AI ecosystem](#) to complement its product managers and technical teams. With Optiva's AI agents, the company aims to gain a deeper understanding of its customer behavior and needs, assess product performance, and benchmark competitor offers to prepare and launch hyperpersonalized propositions to its subscribers.

Future readiness by leveraging TM Forum Open APIs

Omantel's transformation is guided by TM Forum's Open APIs and best practices, and Optiva helped Omantel to adopt TM Forum ODA components, like service balance and usage management, Open APIs for seamless integration, and an AI governance toolkit to drive a future-proof, AI-first strategy. Through this transformation, Optiva streamlined Omantel's product portfolio and technology ecosystem and also positioned the company as a true digital leader, embracing AI-driven innovation, customer-centric growth, and sustainable operations.

Optiva's Agentic AI Ecosystem



Amica

Customer Care
Agent



Kairos

Operations
Management Agent



Sophos

Hyper-Personalized
Sales Agent

Benefits

Optiva Charging Engine's state-of-the-art technology offers telecom operators unique benefits to accelerate competitive edge.



Multiplay customer experience

Optiva Charging Engine drives scale, faster time to market, and innovation, enabling Omantel's 3.5 million subscriber base across mobile (prepaid and postpaid), fixed telephony, broadband, IoT, and enterprise VPN service.



90% reduction in its product catalogue

From 50,000 to 5,000 products by leveraging clustering and automation, resulting in a highly customer-centric and unified product catalog, aligned with digital customer demands.



Three hours to configure and launch new products

By business teams — possible through seamless integration across catalogs, AI tools, and Omantel's systems.



80% reduction in manual efforts

For product creation, testing, and launch by leveraging AI and automation.



15% potential reduction in churn

By serving customers with AI-driven personalized offers.



20 legacy systems decommissioned

Resulting in simplified business processes and operations.



Omantel remains focused on delivering innovative services to our customers. This transformation has opened new possibilities for us to explore, thanks to Optiva's industry expertise and cloud-native architecture.

Samy Al Ghassany

Chief Technology & Digital Officer
Omantel



ABOUT OPTIVA

Optiva Inc. is a leading provider of mission-critical, cloud-native, agentic AI-powered revenue management software for the telecommunications industry. Its products are delivered globally on the private and public cloud. The Company's solutions help service providers maximize digital, 5G, IoT and emerging market opportunities to achieve business success. Established in 1999, Optiva Inc. is listed on the Toronto Stock Exchange (TSX:OPT).