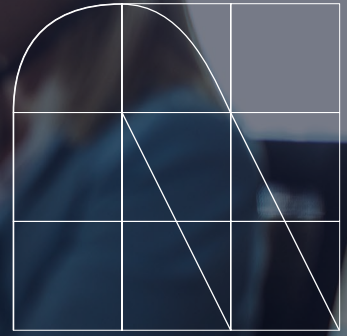


MASORANGE advances operational excellence and strengthens control across the B2B sales cycle



Client profile

MASORANGE is one of the market's leading telecommunications operators, with a comprehensive portfolio that includes fixed and mobile services, data networks, enterprise connectivity, collaboration solutions, cybersecurity, IoT, and advanced cloud offerings, among others. In the **enterprise segment**, the scale and complexity of operations make it essential to have well-defined, traceable, and consistent sales and operational processes that support fast decisions and accurate provisioning.

Over the past several years, MASORANGE has accelerated digital transformation with a clear focus on **increasing efficiency, reducing operational variability, and improving data quality** to enable sustainable growth. This ambition is particularly evident in the CRM that supports relationships with large accounts: a **Microsoft Dynamics 365-based platform** designed to orchestrate opportunities, offers, and orders, apply validation criteria, and coordinate multiple teams and systems to support **agile, accurate, and reliable provisioning**.

NTT DATA modernizes the Microsoft Dynamics 365-based CRM platform as the central hub for sales and provisioning

The telecommunications sector faces significant complexity in B2B sales processes. Managing that complexity consistently and accurately is essential to prevent downstream operational issues. This requires a CRM that guides decision-making, ensures data quality, and coordinates teams to meet the response times customers expect. MASORANGE, one of the country's leading operators, has accelerated digital transformation with a clear objective: to reduce operational variability, improve information quality, and ensure agile, consistent processes across the entire B2B cycle. The company turned to NTT DATA to evolve the Microsoft Dynamics 365-based CRM, enabling every opportunity, offer, and order to move forward through a guided process governed by consistent, transparent criteria.



NTT DATA has helped us turn our CRM into the operational hub of the enterprise business. Today, the platform channels and guides our sales requests, ensures criteria are met, and provides the traceability we need to provision services quickly and with quality. This joint effort is key to the evolution of our processes and to customer satisfaction." This collaboration is central to the evolution of our processes and to customer satisfaction."

Eduardo Rodriguez, B2B Operations Manager, MASORANGE

75%

reduction in rework

54%

reduction in average time from contract signing to provisioning

12K+

opportunities processed in 2025

600K

customer emails handled in 2025

Business need

The organization needed the CRM to evolve from a system of record into an **operational guidance and control system** capable of managing sales-cycle complexity and ensuring consistency in every decision.

Key priorities included:

- **Standardizing and automating validations** for technical feasibility, coverage, commercial eligibility, risk, and compliance
- Ensuring **end-to-end process traceability**, with clear owners, evidence, and criteria throughout each stage of the process.
- **Improving data quality and integrity at the source**, preventing errors that affect provisioning.
- **Removing friction** between sales and operations, enabling a smooth transition from quote to order to service.
- Providing **real-time visibility** to all involved teams so decisions can be based on reliable, up-to-date information.

MASORANGE needed a single CRM platform capable of ensuring consistency and control at every level while orchestrating the B2B cycle transparently and efficiently.



Solution

NTT DATA enhanced MASORANGE's corporate CRM, built on Microsoft Dynamics 365, with a clear purpose: transform it from a system of record into a platform that actively guides the commercial and operational process for the Large Enterprises business. At each stage, the CRM validates each opportunity and guides it through the process, ensuring that only those meeting defined technical, commercial, and risk criteria move forward.

The solution incorporates **standardized workflows with clear milestones, defined roles, and associated metrics, ensuring that configurations, pricing, and approvals align with current catalogs, policies, and approval thresholds**. Information flows in a structured, complete manner into inventory and provisioning systems, reducing order fallout and supporting more stable execution.

The platform also incorporates **order management and capacity allocation capabilities**, with rules based on profiles, specializations, and priorities, together with operational dashboards and command centers that provide end-to-end visibility by segment, vertical, opportunity, and order. Operational dashboards and command centers provide end-to-end visibility by segment, vertical, opportunity, and order, enabling teams to monitor progress and anticipate bottlenecks. Platform observability has also been strengthened to detect degradation early and trigger preventive action.

From a technical standpoint, NTT DATA operates with agile delivery models, continuous integration and delivery, automated testing, and advanced environment management. The solution is underpinned by a robust **data governance** strategy that includes master data catalogs, integrity controls, and duplicate-management policies, alongside reporting and analytics capabilities that support decision-making in near real time.

The result is a robust, consistent CRM aligned with the needs of the B2B business and designed to support the organization as it advances toward more reliable, scalable, and well-governed processes.

Outcomes

Automation of validations and standardization of processes have delivered a clear reduction in cycle times. The **75% reduction in rework and unnecessary steps** has freed teams to focus on higher-value activities and given the organization a much clearer view of the status of every opportunity and order. During 2025, the platform processed **more than 12,000 opportunities and handled around 600,000 customer emails**.

Data quality has also improved at the source. The CRM now guides data capture and applies embedded controls, resulting in fewer provisioning incidents, fewer case reopenings, and a more reliable information base for monitoring and decision-making.

Better alignment across quote, order, and execution **has reduced provisioning fallout by approximately 54% and improved operational predictability**. Clear eligibility and approval rules, combined with end-to-end traceability, enable faster decisions and tighter control across the full B2B cycle.

These advances reinforce the CRM's role as a key enabler of MASORANGE's B2B growth, driving greater efficiency, control, and agility while further strengthening the long-standing collaboration with NTT DATA.



Next Steps

Following the success achieved in the enterprise business, the roadmap now includes extending guidance and orchestration capabilities to new scenarios, including end-to-end billing integration and stronger post-sales support, reinforcing consistency from quote to order to service activation.

Near-real-time **operational analytics** will be a priority, supporting data-led management through productivity indicators, communication APIs, and risk-detection models for approvals, feasibility, and provisioning. **Next-best-action** capabilities will also be introduced to optimize conversion and anticipate bottlenecks.

The roadmap also includes **deeper automation and AI**, ranging from integrations with provisioning systems to automated document generation and audit evidence. Investment in change management, training, and adoption programs will continue to maximize value across commercial and operational teams.

This approach will enable MASORANGE to **scale with confidence**, maintain day-to-day agility, and raise service levels for enterprise and public sector customers, supported by a CRM that serves as a true **control tower** for decisions, coordination, and execution.



Our collaboration with MASORANGE in the enterprise business demonstrates that a well-governed CRM is far more than a database. It is a system for guiding and controlling the business. We have helped create a more agile, effective, and dependable provisioning flow by standardizing validations, reducing variability, and ensuring that every case meets defined criteria before moving forward. We will continue evolving the platform through modern engineering practices, analytics, and automation to support sustained growth in the B2B business.”

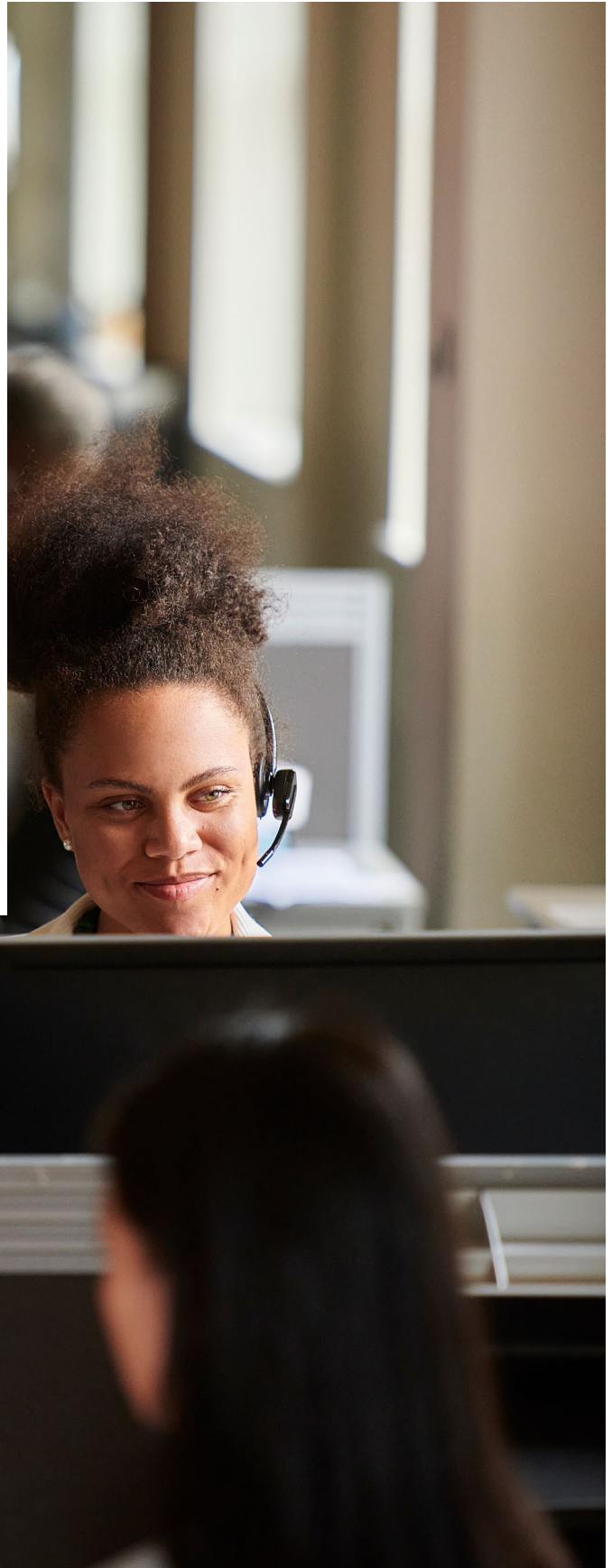
Alberto Casero, Microsoft Manager, Enterprise Solutions, NTT DATA

Why NTT DATA?

For many years, NTT DATA has supported MASORANGE as a trusted partner, bringing deep telecommunications expertise, extensive experience in complex B2B processes, and strong technical capabilities in the evolution and maintenance of enterprise CRM platforms. This long-standing relationship has been defined by integrated teams, a collaborative delivery model, and a sustained focus on measurable outcomes.

NTT DATA's value proposition combines strong **functional expertise across the end-to-end commercial cycle, data governance, catalogs and offers, pricing, CPQ, and order management with** technological excellence *in modular architectures, OSS/BSS integrations, automation, observability, and DevOps*. This approach allows the CRM to operate as a true **business-guiding** system, supporting the process from qualification through close and from order through service activation.

NTT DATA also brings acceleration frameworks tailored to telco B2B environments, together with best practices in **change management** and adoption, ensuring that every CRM enhancement translates into stronger commercial productivity, less rework, and greater governance across the provisioning process.



Learn more about NTT DATA
nttdata.com

