Case Study: Proximus Wholesale

Enabling LSO Standards Processes for all Customer Engagement Using LSO APIs and an LSO Customer Portal

The Challenge

Proximus Wholesale is a Belgian incumbent operator with nationwide fixed and mobile networks. Its **OneConnect** wholesale offering enables partners to serve enterprise sites ranging from large, data-intensive locations to smaller branches requiring reliable connectivity. OneConnect supports a fully digital, programmable, and automated quote-to-installation experience.

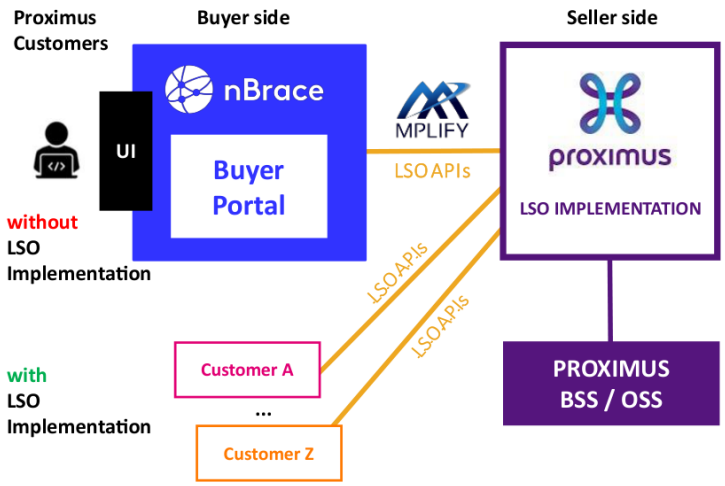
To realize OneConnect's potential, Proximus needed consistent, standards-based automated engagement processes and products across its wholesale customers. The company had already implemented Mplify LSO seller APIs for negotiating and ordering Access E-line services so that customers with LSO buyer APIs and systems could integrate directly with them. However, many customers did not have LSO buyer APIs, and for some it was not commercially viable to implement them. Proximus needed an alternative solution to be able to use LSO standard processes and products with those customers.

The Solution

To solve the problem, Proximus introduced an LSO (Buyer) Customer Portal, built on the Amartus nBrace™ Buyer Solution. The Proximus Customer Portal offers a user-interface route to OneConnect for customers who do not have a buyer-side LSO API implementation. The portal is hosted by Proximus and uses the very same Proximus Mplify LSO seller APIs that are used by wholesale buyers with their own Mplify buyer API implementations. All wholesale buyers are therefore served by the same process at the seller side, with the same APIs and product payloads for address validation, product offering qualification, quoting, and product ordering.

© Mplify Alliance 2026. Any reproduction of this document, or any portion thereof, shall contain the following statement: "Reproduced with permission of Mplify Alliance." No user of this document is authorized to modify any of the information contained herein.

Customers With and Without Their Own Mplify LSO implementation Use the Same Proximus Seller-side Implementation



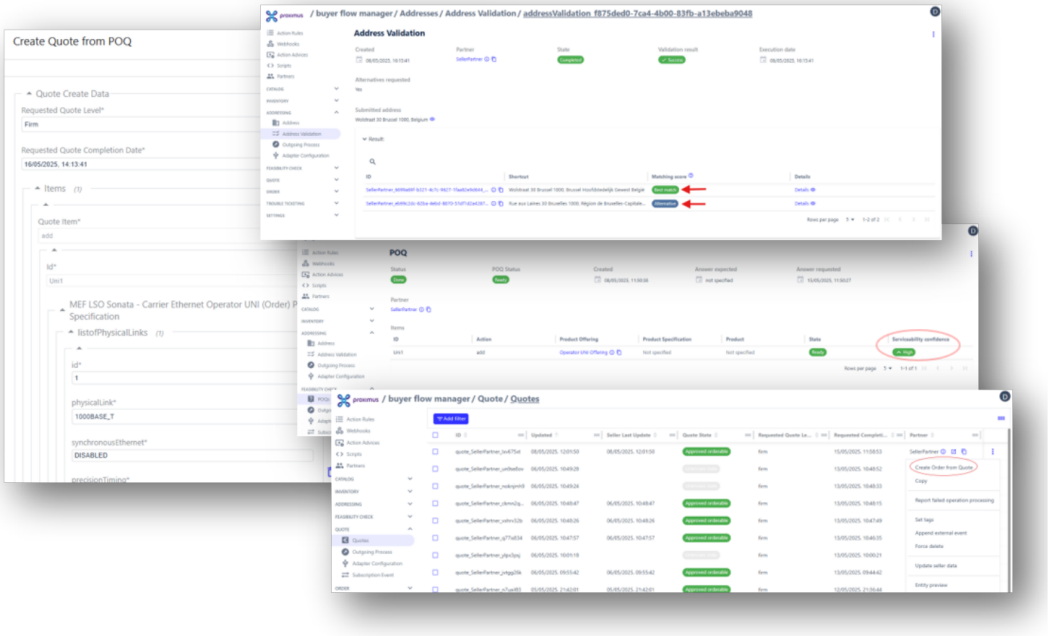
The user experience follows the Mplify LSO process and its standard steps, so customers meet a familiar journey:

- **Address Validation:** with support for alternative addresses.
- **POQ / Serviceability:** check what can be delivered at the address.
- **Quote:** request and review a quote from the POQ.
- **Order:** with possibility to add, modify, or disconnect services.

The portal uses the Mplify standardized Carrier Ethernet 3.0 product payloads, Access E-Line (OVC) and UNI, with the required dependencies and bundling. The solution is model-driven, so other products and offered bundles can be easily added.

© Mplify Alliance 2026. Any reproduction of this document, or any portion thereof, shall contain the following statement: "Reproduced with permission of Mplify Alliance." No user of this document is authorized to modify any of the information contained herein.

Example Buyer Portal Screens: Address Validation, POQ, and Quotes



Business Outcomes

The LSO Customer Portal unlocks Proximus investment in Mplify LSO APIs. Customers can engage quickly using Mplify LSO standard processes, and Proximus now has one standardized engagement model for all customers, whether via LSO APIs or the LSO Buyer Portal. The Customer Portal was delivered in a matter of months and has been live since late 2025. It is continuously being extended with more products and capabilities, and more and more customers are using it. Benefits include:

- **Always available:** the portal is available 24/7 to many customers.
- **One standardized engagement process:** for all customers, through APIs or through the LSO Customer Portal, on a single set of seller-side APIs.
- **Rapid customer onboarding:** into the LSO Buyer Portal.
- **Future proof:** extensible to support evolving business needs, such as new products and features
- **Freedom to adopt APIs later:** customers can move to API integration at their own convenience.

© Mplify Alliance 2026. Any reproduction of this document, or any portion thereof, shall contain the following statement: "Reproduced with permission of Mplify Alliance." No user of this document is authorized to modify any of the information contained herein.

Key Takeaways

- Mplify LSO standards serve as the common set of processes and products between Proximus and its customers.
- Reusing the existing Proximus Mplify LSO seller API implementations meant no second set of APIs had to be built or maintained.
- The pre-built Amartus nBrace™ Buyer Solution, rather than a portal built from scratch, made delivery in a matter of months possible.
- Customers without their own buyer-side implementation can quickly engage through the same standardized process today and adopt APIs if / when they are ready.
- Every partner gets the fully digital OneConnect quote-to-installation workflow, through LSO APIs or the LSO Customer Portal.
- Great collaboration between the Proximus and Amartus teams.

About Amartus & nBrace™

Amartus helps leading network service providers automate their networks. Founded in Dublin, Ireland, more than 20 years ago, Amartus works with Tier-1 to Tier-3 providers worldwide to build automation, orchestration and AI-driven software for NaaS. Amartus is a long-standing contributor to Mplify/MEF and TM Forum standards and was named “LSO Solution Provider of the Year” for 4 consecutive years (2023-2026).

Amartus nBrace™ is a modular B2B2X automation suite that helps network service providers buy, sell and operate services across their partner ecosystem. Built on Mplify LSO standards, it automates the full service lifecycle, from checking addresses, requesting serviceability, quoting and ordering through to trouble ticketing and performance management. nBrace™ AI-assisted integration connects existing systems in weeks, and Buyer and Supplier Portals let partners join LSO ecosystem without building their own integrations. For more information, please visit www.amartus.com/nbrace

About Mplify

Mplify is a global alliance of network, cloud, cybersecurity, and enterprise organizations working together to accelerate the AI-powered digital economy through standardization, automation, certification, and collaboration. As the defining authority behind Carrier Ethernet, Lifecycle Service Orchestration (LSO) APIs, and certified SASE and SD-WAN, Mplify has developed the global blueprint for Network-as-a-Service (NaaS) that is empowering the industry to innovate, interoperate, and scale trusted network services across a global ecosystem. For more information, please visit mplify.net and follow us on LinkedIn, BlueSky, and YouTube @mplifyalliance.

© Mplify Alliance 2026. Any reproduction of this document, or any portion thereof, shall contain the following statement: "Reproduced with permission of Mplify Alliance." No user of this document is authorized to modify any of the information contained herein.