# Creating a Digital Marketplace to Empower a Leading Telco in Delivering Exceptional Experiences

## Overview

A multinational telco headquartered in the Middle East wanted to create a one-stop shop for their enterprise customers to access and purchase their services. They wanted to provide enterprise customers with greater convenience, flexibility, and choice, while also increasing their revenue streams and expanding their market share. Tech Mahindra's marketplace solution leveraging hyperscaler technologies and industry-leading solutions provided the client with a digital marketplace to offer their enterprise customers full flexibility of services to choose from and create flexible bundles suitable for their consumption. Thus, making it more user-friendly and transparent improving the overall customer experience.

## Client Background and Challenge

Our client is a multinational telecommunications company headquartered in the United Arab Emirates with operations in 15 countries. The client provides a wide range of services such as mobile and fixed-line telecommunications, internet services, digital television, and enterprise solutions.

The client faced challenges in balancing their legacy systems and new digital services. They wanted a way to integrate their new digital services with their existing systems, thereby minimizing disruptions. The client was also looking to diversify their revenue streams and increase their profitability by integrating new digital services and solutions quickly and easily, enabling them to innovate and stay competitive while providing their customers greater flexibility and choice, resulting in a better customer experience.

## Our Approach and Solution

Tech Mahindra delivered a comprehensive digital marketplace to help the client leverage new-age digital opportunities in the enterprise market space and reap monetary benefits. The solution leverages ServiceNow as the tool hosted on Azure cloud to provide a marketplace that enables the client to create product bundles in a matter of minutes and offers full flexibility to end enterprise customers to purchase, consume and monitor their issues for resolution, thereby providing a superlative customer experience.

Tech Mahindra built a user-friendly portal with a dashboard that empowers the customer to self-manage the entire customer journey, including viewing and managing fixed and digital services. The solution was integrated with the existing systems using TM Forum APIs standards and provides an easy onboarding process for VNFs from the marketplace. An enhanced data model referencing the TM Forum's eTOM for the order journey was also implemented.

## Business and Community Impact

The digital marketplace helped the client to build a more robust and diversified portfolio of services, as they can partner with third-party vendors and integrate their services into the marketplace thereby expanding their market share. The digital marketplace solution led to the following benefits:

50-70% increase in B2B revenue from both new and existing services

Helped optimize costs by automating provisioning, activation, proactive monitoring, billing, and customer service management

Reduction in time-to-market for launching new products and services and provided the ability to offer tailored bundles and packages for industry-specific verticals

Additionally, it improved customer loyalty, and satisfaction, and provided a platform to sell new digital products and VNFs.

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