

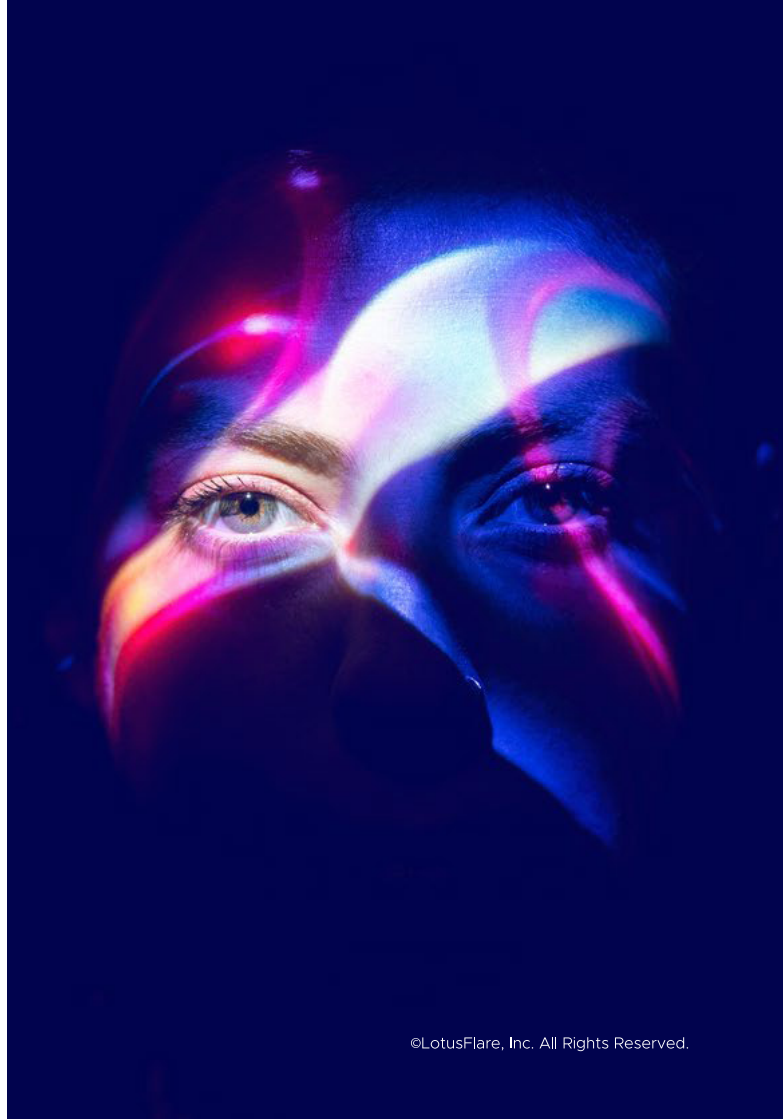
# Partnering with T-Mobile to Create an API Marketplace



A LotusFlare Customer Story

# Summary

- Over a 5-month period, LotusFlare worked with T-Mobile to support the launch of T-Mobile DevEdge, an **API marketplace for developers**.
- DevEdge is a self-service developer platform designed to support innovators of all kinds, no matter which stage of the innovation cycle they're at. From startups to enterprises, the platform gives developers **access to T-Mobile's network, through APIs and network-enabled services**.
- LotusFlare was chosen as the partner by T-Mobile based on earlier successful work in **simplifying complex processes for new business lines**.
- T-Mobile DevEdge uses selected SaaS components of **LotusFlare Digital Network Operator® (DNO™) Cloud**, a cloud commerce and monetization service that provides an all-digital BSS for communications and media services providers.



# Challenges

With DevEdge, T-Mobile set out to offer an easy-to-use self-service platform that supported a marketplace for advanced network services and 5G-enabled assets.

T-Mobile aimed to support developers in accessing services in a seamless and efficient manner. To effectively reach this new audience, T-Mobile aimed to create a transactional site - a marketplace - that could simplify the process of subscribing to assets.

By radically simplifying the process in an all-digital format, T-Mobile hoped to **enable developers to quickly and easily access APIs**. Once APIs were made available, developers would also be able to purchase **IoT Developer Kits** and other APIs that connect to the T-Mobile network.

Ultimately, DevEdge would offer developers a comprehensive suite of tools to create innovative IoT and connected applications.

# Solution

T-Mobile chose LotusFlare due to previous project success and positive experience. LotusFlare supported T-Mobile in simplifying processes and fulfilling all necessary requirements.

Before DevEdge launched, the purchasing process for APIs and other network services was largely manual. LotusFlare helped T-Mobile transition from a time-consuming manual process to a more **efficient, simplified and streamlined process that supports offline verification and faster online subscription**.



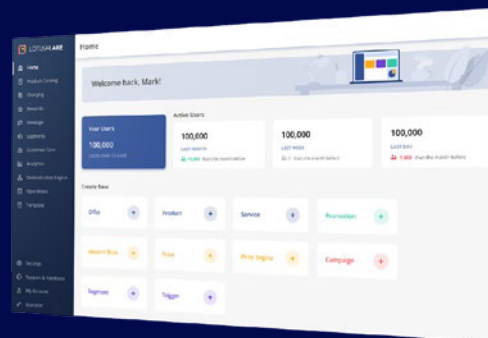
LotusFlare offered a solution whereby they developed the optimal customer buying journey which, in turn, drove the capabilities required from the commerce and monetization components. Specifically, LotusFlare utilized the following SaaS components of its DNO Cloud:

- **LotusFlare Contextual Engagement** — Helps you create and launch personalized campaigns in just a few clicks and track results in real time.
- **LotusFlare Product Catalog** — Enables fast deployment of new offers and bundling digital communications services, popular content offerings and hardware.
- **LotusFlare User Manager** — Allows enterprises to efficiently manage their users and the information needed to identify and authenticate them.
- **LotusFlare Billing and Payments** — Simplifies the billing and payment framework for the DevEdge user and T-Mobile.

These LotusFlare DNO Cloud SaaS components are all managed and updated using a CI/CD approach by LotusFlare teams via DNO Cloud Portal.

By leveraging LotusFlare's DNO Cloud, T-Mobile was able to expand its DevEdge offerings with additional services:

- **Quality of Service on Demand:** Tailor network performance to meet your application's needs in real time.
- **Network Slicing:** Access dedicated, always-available network segments to support your applications
- **Bring Your Own Number:** Allow developers to create applications for existing T-Mobile subscribers using their current services.
- **IoT Kits:** Empower developers to innovate and build new applications on T-Mobile's network.





# Outcomes

LotusFlare supported the launch of DevEdge, delivering all requirements within **5 months**. This work enabled T-Mobile to provide a non-traditional solution to increase developer innovation on its network.

Today, DevEdge connects T-Mobile network APIs and IoT services to enterprises and developers in a seamless, fully digital manner. Developer onboarding is now measured in minutes and not months.

The solution fully enables the 5G network and network provisioning systems to operate. This effort succeeded in simplifying the process for both internal teams and external users - buying, using, receiving expert advice and engaging with T-Mobile network teams.

At the same time, LotusFlare continues to work closely with T-Mobile to drive growth on the platform by supporting T-Mobile's business team with dashboard analytics that track platform engagement.



Based in the heart of Silicon Valley, LotusFlare's mission is to simplify technology and customer experience to deliver valuable business outcomes to enterprises. LotusFlare Digital Network Operator® (DNO™) Cloud is an AI-powered, cloud-native business support system (BSS) for communications and media services providers.

Learn more at [lotusflare.com](https://lotusflare.com)

