

# Creating re:do The Evolved Digital Telco from **A1**

A LotusFlare Customer Story



# Summary

- LotusFlare partnered with A1 Group (A1 Telekom Austria Group), a European provider of digital services and communications solutions, to launch re:do as a new stand-alone digital network service brand in early 2023.
- re:do works to digitize and simplify the classic telecommunications customer experience beyond telecom-only capabilities.
- A1 Group selected LotusFlare DNO™ Cloud for the technology foundation of re:do's fresh and simplified approach to delivering digital communication services.
- In addition to being named “eSIM MVNO of the Year” at the 2023 MVNO Congress in May 2023, re:do has reduced the time-to-cash for new customers by 90% while reducing support case resolution cost by nearly 60% as compared to A1 Slovenia core systems.

“We created a new digital services experience for customers, helping them to empower their digital lives. LotusFlare supported A1 Group by contributing an Internet mindset and their cloud-native software as the technology foundation for re:do. We are delighted with the collaborative team effort leading to today’s launch.”

**Alexander Kuchar**

Director of Technology & Future Services  
A1 Group



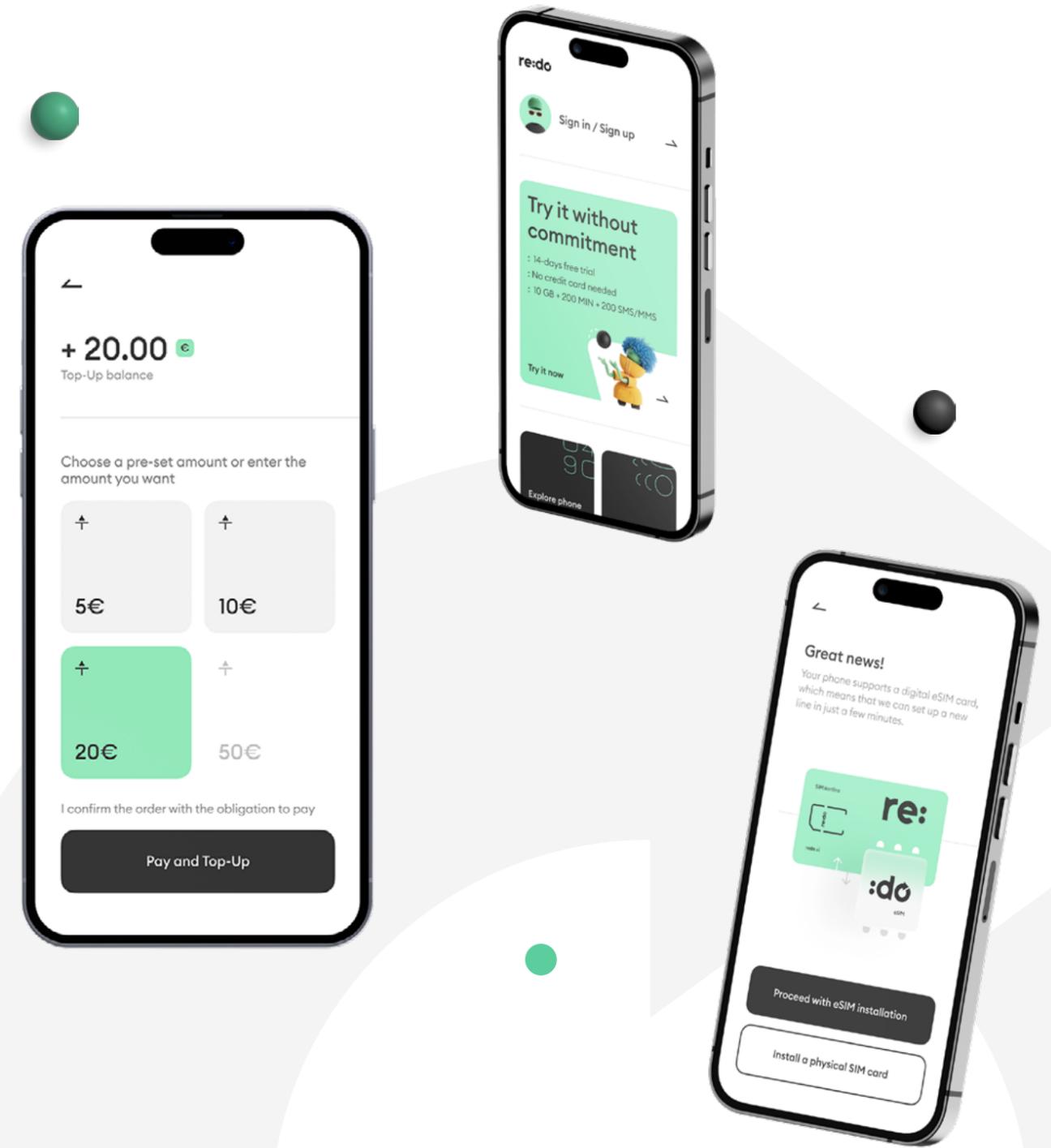
# Situation

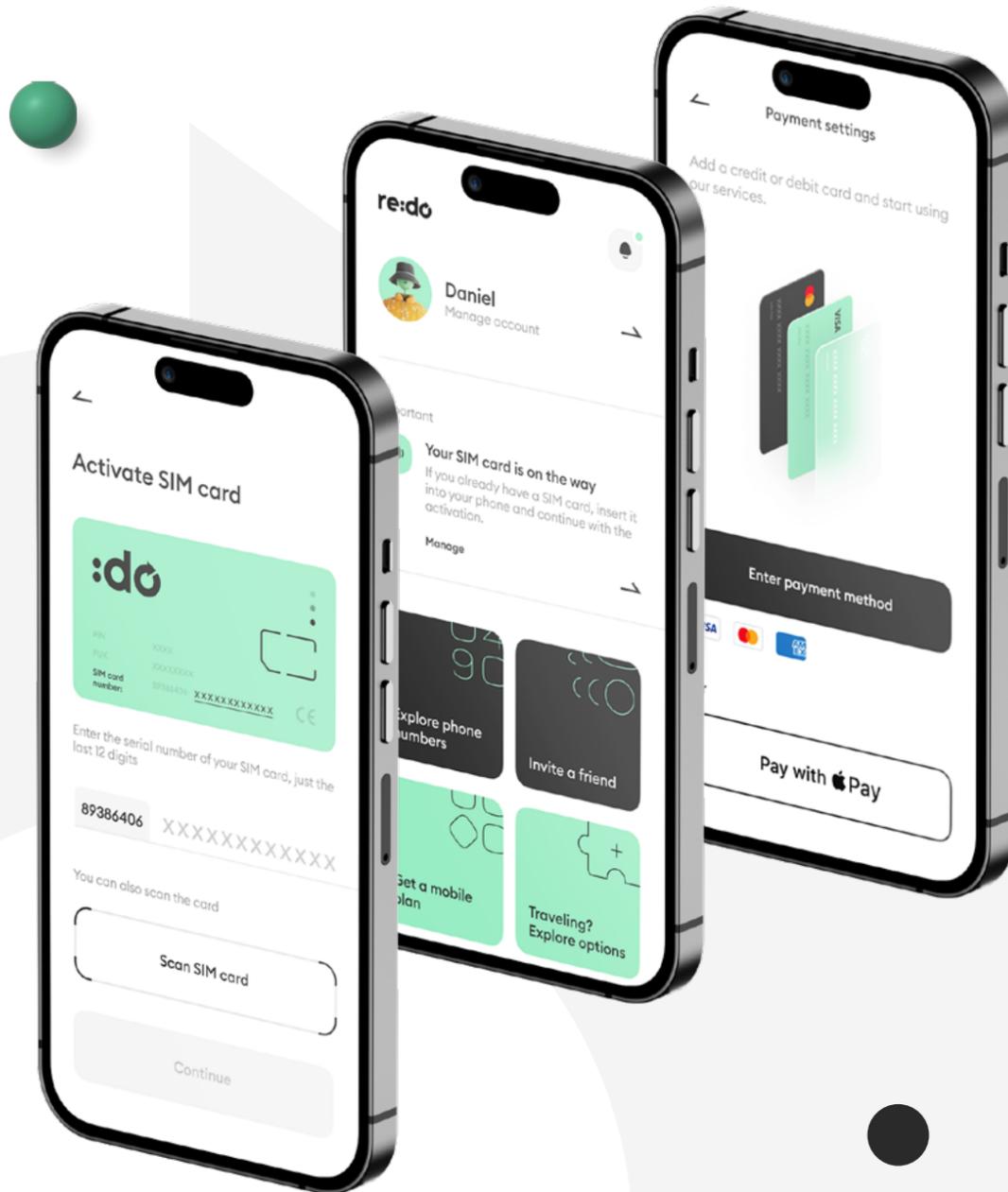
Leading up to 2020, the leaders of A1 Group, a leading provider of digital services and communications solutions in Central and Eastern Europe, had witnessed how Internet players had captured the imagination, loyalty and market share for their digital services. A1 leaderships assessed the situation and concluded that the current telecom business model did not fully satisfy the expectations of digital savvy customers in their markets (Austria, Belarus, Bulgaria, Croatia, North Macedonia, Serbia and Slovenia). A1 Group decided rethink how they could better serve the generation of customers who expected an Internet, all-digital service. Key circumstances factored into their view.

- **The Industry** - The market players in the telecom industry were challenged to differentiate services and all players had a sense of urgency to provide new value to a changing customer base.
- **Service Models** - The “telecoms as usual” service models were not keeping pace with Internet players. Supporting IT systems for the current service models increased cost pressure, especially in OPEX, while Internet players had more agility and less cost pressure from their supporting business systems.
- **Customer Expectations** - Customers expected change in the type of service they would receive but telecom services hadn’t changed in many years. Internet players, who put experience at the center of their offering, had set a new standard for an immediate, all-digital experience.

A1 Group developed its vision to digitize and simplify the classic telecommunications customer experience and, looking to the future, have the capacity to move beyond telecom-only capabilities. The idea: create a new standalone digital network service provider, designed to fully fit into one mobile app. Like Internet players, there would be no retail outlets or other things standing between the provider and their customers.

In creating this vision, A1 Group understood that they had to start fresh and work from outside in - bypassing internal on-prem business support systems (BSS) that were cumbersome and costly. A1 determined that a legacy BSS would most likely be unable to help drive the establishment of a “telecoms as *unusual*” services model.





## Solution

A1 Group searched for the right partner to help them build and launch the new offering to provide the capacity to move beyond telecoms. A1 Group wanted a new stack to enable a new concept. Slovenia was selected as the lead market within A1 Group.

To create a new digital brand that moves the experience “beyond telco”, A1 Group chose LotusFlare DNO™ Cloud as the cloud-native technology foundation for a greenfield digital BSS deployment. A1 Group chose LotusFlare because of its history in helping to create new digital business lines, the comprehensive capabilities of LotusFlare DNO Cloud and its approach to delivering valuable business outcomes.

Working in direct partnership with A1 Group teams, LotusFlare was solely responsible for the services and software to deliver the project, managing the entire implementation of LotusFlare DNO Cloud, including the integration of third-party solutions and network provisioning. As the single point of responsibility for the new digital BSS, LotusFlare helped the newly-formed re:do team to assess, choose and configure third-party SaaS solutions including eKYC for customer acquisition (Jumio) and chatbot for customer support (Liveperson).

Building from the customer experience down, LotusFlare and re:do worked in direct partnership to plan to deliver the aspects of re:do brand identity and its clearly different approach. re:do intended to create a service that, for customers, would be:

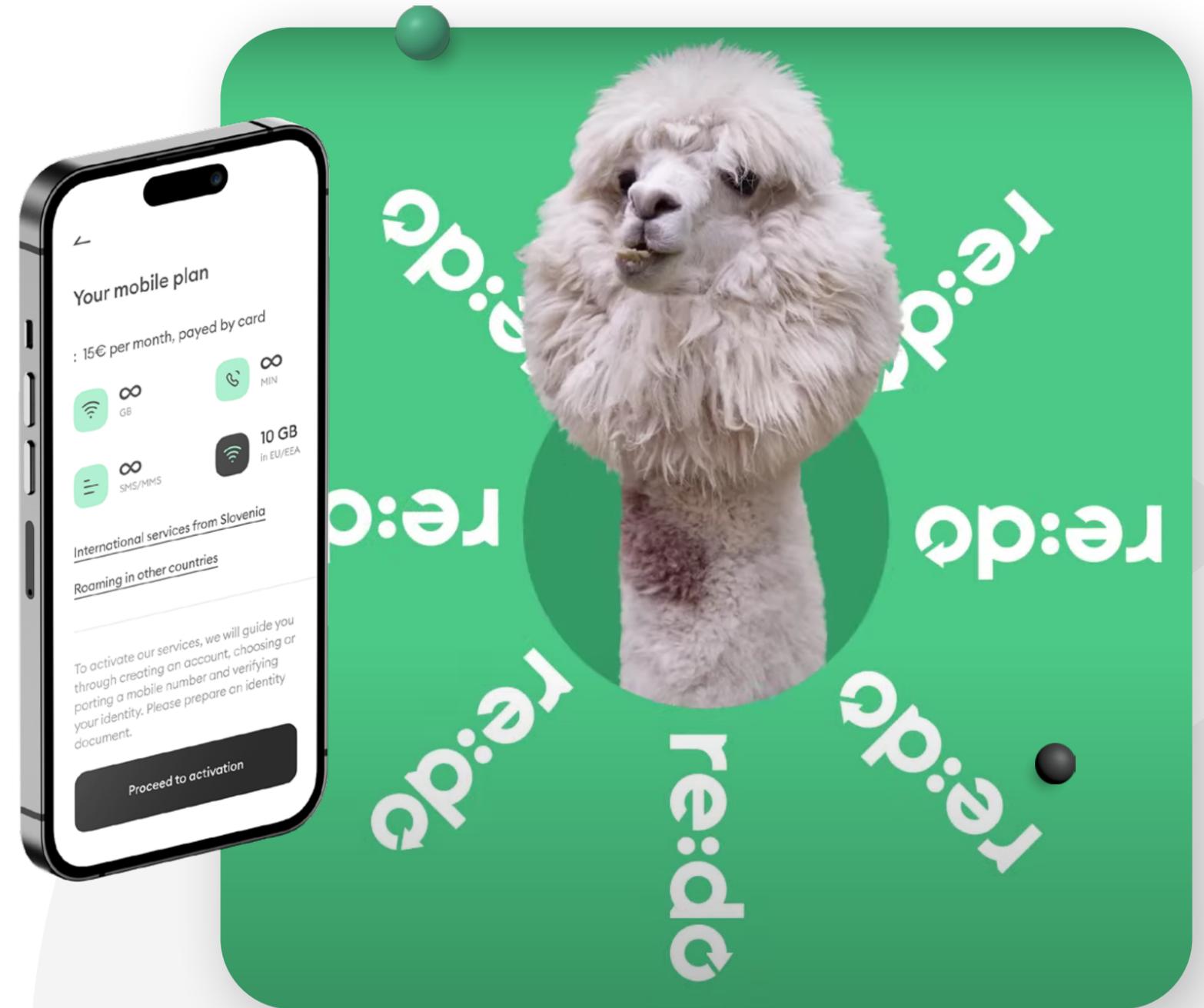
- **All-Digital** - re:do created eSIM-first connectivity service to remove the hassle and delay that came with waiting for a physical SIM card.
- **Responsive and Direct** - From acquisition to support, everything could be done in an instant, at their fingertips, all working together within an ecosystem and community of fellow re:do customers.
- **Easy-To-Pay** - Upfront subscription digital payments, digital identity verification and avoiding "classic" telco bills would be hallmarks of their service.

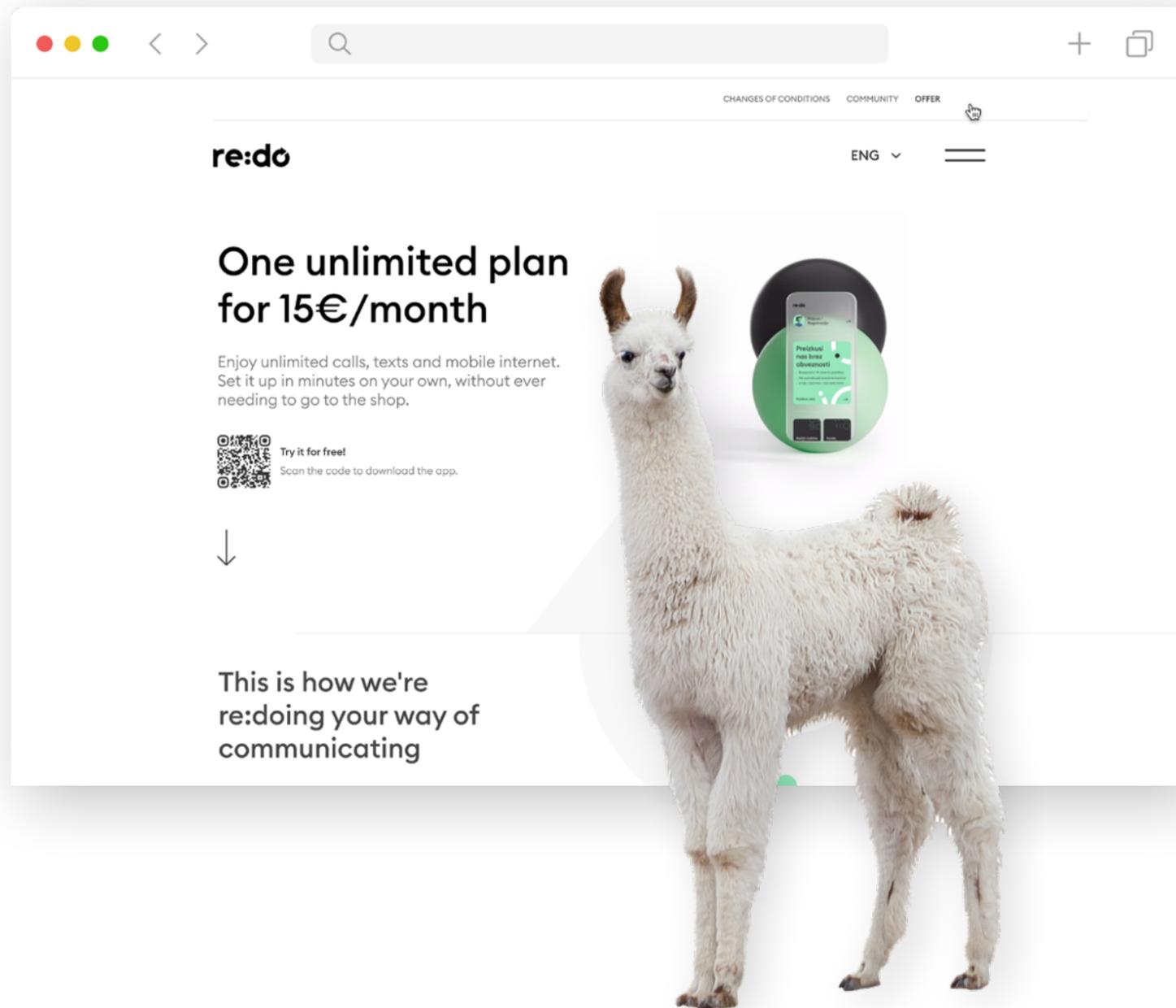
In addition to these capabilities, all telecom functionalities in the customer lifecycle - purchase subscriptions activating and porting numbers, control of service, EU roaming, payments, expanding and customizing services as well as terminating - were built into the re:do mobile app so customers could do everything by themselves, at their own pace, as and when they needed.

## Outcome (So Far)

re:do launched as a new stand-alone digital network service brand in early 2023 using LotusFlare DNO Cloud as the cloud-native software foundation for the digital BSS. The brand is now operating and gaining new customers in the Slovenian market. In the early stages of release, re:do has achieved positive operational results as well as being lauded for the experiential aspects of the service.

- **Time-to-Cash** - re:do has reduced the time-to-cash for new customers by 90% as compared to A1 Slovenia legacy systems. Because of tight integration of credit card payment systems and a subscription model that gives freedom to “come and go as they please” to customers, time-to-cash for subscriptions is far faster and generally without issue or instances of fraud as compared to traditional postpaid systems.
- **Reduced Support Costs** - In the first six months of operation, support case resolution costs have been reduced by nearly 60% as compared to A1 Slovenia legacy systems. Surprisingly, this has not been achieved by use of advanced technology such as AI-enabled chatbots, rather significant effort has been put into re:do FAQs so customers can effectively troubleshoot issues on their own. Also, re:do has created a community forum where customers can sort out issues and let re:do know where issues exist so re:do can address them.
- **A Stunningly Good Mobile App** - In addition to the re:do website, the re:do mobile app has been very well received for its simplicity and comprehensive capabilities. All functions - activation, connection to the network, port or selecting a number, making an account update, asking for customer support and even adding a new line - can be carried out through the mobile app. (Note: LotusFlare includes website and mobile app design and development services with LotusFlare Managed Services for each deployment of LotusFlare DNO Cloud).





re:do

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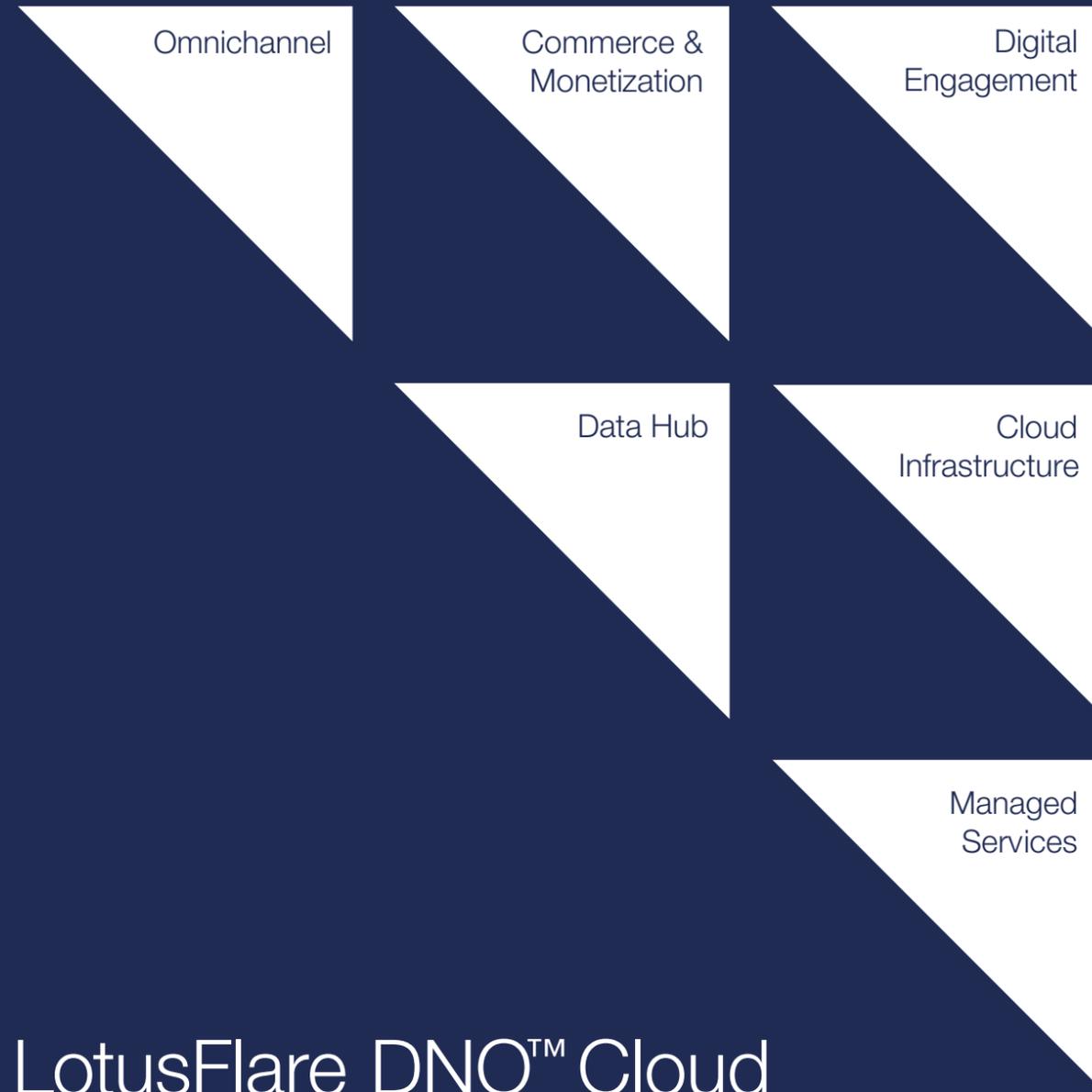
This is how we're re:doing your way of communicating

- **Simplicity of Offering** - To ensure transparent, predictive and understandable service, re:do has gone to market with one single type of offering, structured so as to be a predictable monthly recurring subscription (charged upfront). Every feature of the re:do service is active when the base subscription is activated and, to give flexibility, can be started or stopped at any time.
- **eSIM Experience** - re:do is one the first communications services providers in Europe to fully embrace eSIM for customer experience. Enabled by LotusFlare eSIM SaaS component, re:do customers download the re:do app, then set up an account (verified by eKYC), enter payment, and then initiate eSIM set up and activation, all within minutes. To date, over 70% of re:do customer acquisition is fulfilled by eSIM. The effectiveness of re:do eSIM was recognized when re:do was named “eSIM MVNO of the Year” at the 2023 MVNO Congress Event in May 2023.

As re:do continues to add customers to its fledgling business in Slovenia, the re:do team and LotusFlare continue to iterate and advance the capabilities made available by LotusFlare DNO Cloud. re:do plans to add new customer capabilities that will enhance the growth of the business and add new offerings such as devices that can be paired with the re:do service plans. While enabling the introduction of new service models for device subscriptions and leveraging existing partnerships, LotusFlare DNO Cloud now provides A1 Group a software foundation that will help re:do extend beyond the boundaries of telecom service.

“re:do is truly innovating when it comes to eSIM, simplifying the experience so that over 70% of acquisitions have been completed by eSIM within the re:do app. Everyone at LotusFlare looks forward to continuing a long-term partnership with A1 Group and advancing the capabilities of the re:do brand.”

**Sam Gadodia**  
CEO and Co-Founder  
LotusFlare



LotusFlare designed, built and continuously advances LotusFlare Digital Network Operator® (DNO™) Cloud to address the business innovation challenges of CSPs. LotusFlare DNO Cloud is a fully-managed cloud-native commerce and monetization service that provides an all-digital BSS to deliver valuable business outcomes to consumer and enterprise customers of CSPs. Developed from “customer experience down”, LotusFlare DNO Cloud enables CSPs to:

- **Create A Business Innovation Engine**

LotusFlare DNO Cloud allows CSPs to test, tune and launch new business on the same DNO Cloud instance in months rather than years. CSPs can integrate a single DNO Cloud instance on top of multiple networks to serve multiple lines of business.

- **Lower IT Total Cost of Ownership**

LotusFlare DNO Cloud enables CSPs to significantly reduce CAPEX and OPEX expenditure. Its cloud-native architecture is designed to run on the public cloud at a fraction of the total cost of traditional legacy stacks and provide greater agility to roll out new businesses.

- ▲ **Move At Internet Speed**

LotusFlare DNO Cloud removes the burden of maintaining and upgrading a BSS stack, letting CSPs move at the speed of internet players. LotusFlare’s “un-vendor” MVP mentality drives rapid deployment and the testing and tuning of new business while in production.

- **Deliver Valuable Business Outcomes**

Whether B2C or B2B customers or wholesale partners, LotusFlare DNO Cloud is proven to quickly move a project to completion and deliver a valuable outcomes to CSPs in service of their consumer and enterprise customers.



Simplify Technology ▪ Simplify Experience®

Based in the heart of Silicon Valley, LotusFlare's mission is to design, build and continuously advance a digital commerce and monetization platform that simplifies technology and customer experience to deliver valuable outcomes to enterprises. Developed from "customer experience down", LotusFlare Digital Network Operator® (DNO™) Cloud is a fully-managed cloud-native commerce and monetization service that provides an all-digital BSS to deliver valuable business outcomes to consumer and enterprises customers of CSPs.

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

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