

Partnering with T-Mobile to Create a Digital API Marketplace

T Mobile

A LotusFlare Customer Story





LOTUSFLARE

Simplify Technology ▪ Simplify Experience[®]

Omnichannel

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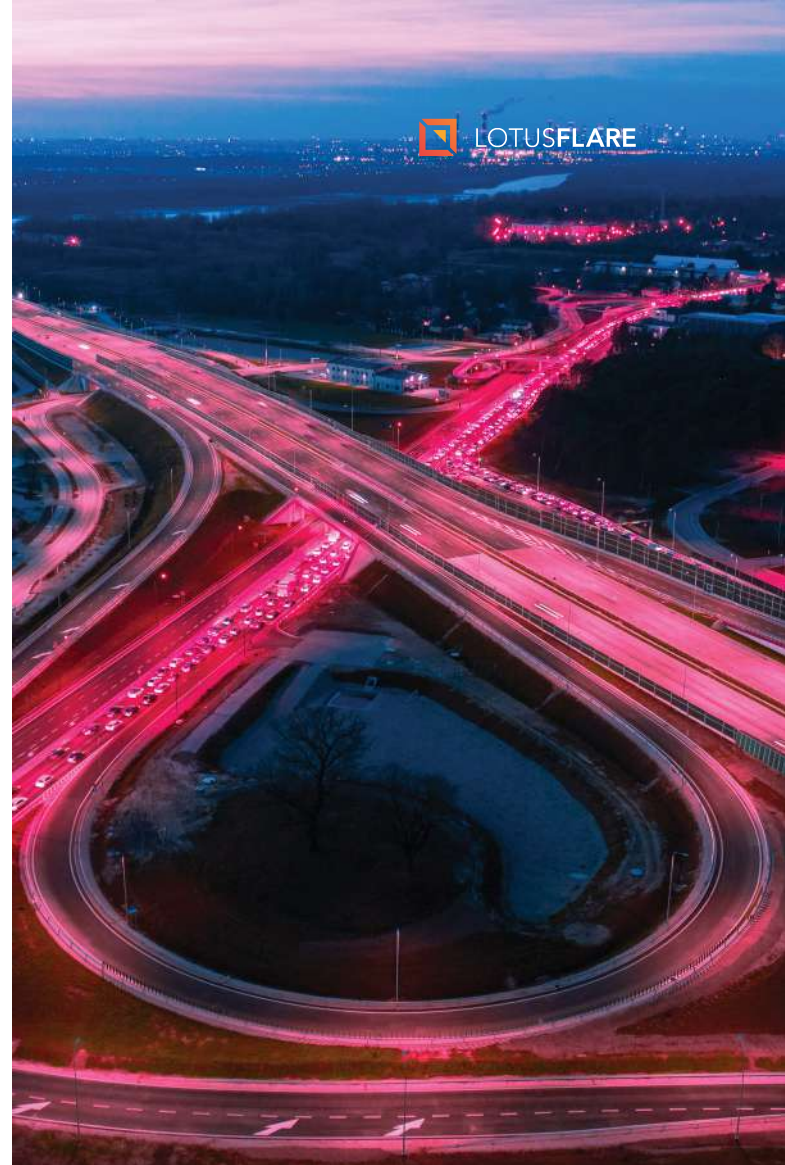
Managed
Services



LotusFlare DNOTM Cloud

Summary

- Over a 5-month period, LotusFlare worked with T-Mobile to support the launch of T-Mobile DevEdge, a digital 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 utilizes selected SaaS components of LotusFlare Digital Network Operator® (DNO™) Cloud, a cloud commerce and monetization managed 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.

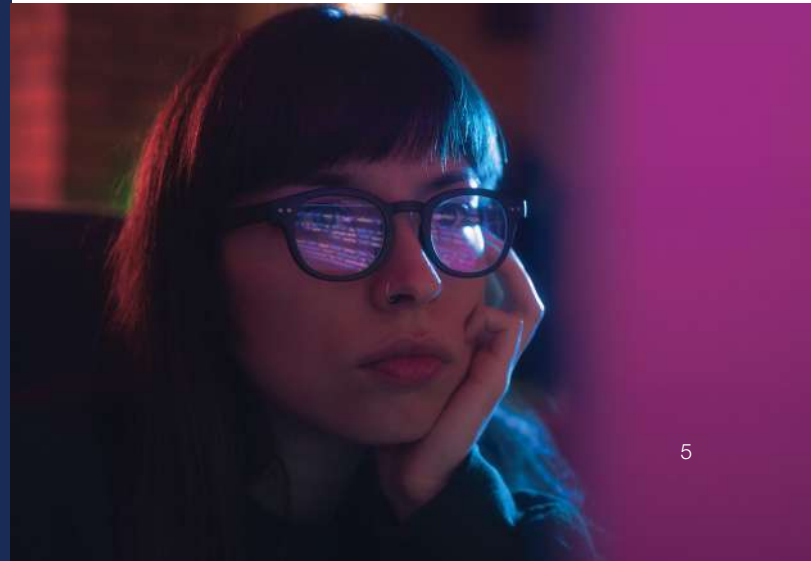
Ultimately, DevEdge would provide developers with the tools they need to build create new IoT applications and connected applications.

Solution

T-Mobile selected LotusFlare based on positive experience with past projects. 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.

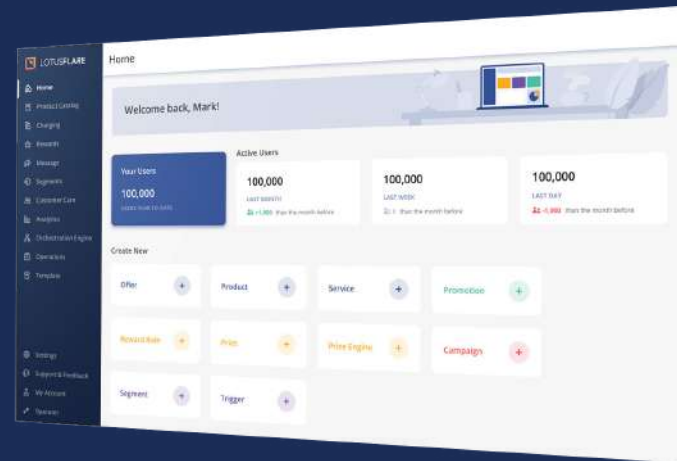
LotusFlare worked with T-Mobile to create a simplified and streamlined process that supports offline verification and faster online subscription.



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. LotusFlare utilized the SaaS components of LotusFlare DNO Cloud, a cloud-native commerce and monetization service. Specifically, LotusFlare applied the following SaaS components:

- **LotusFlare Contextual Engagement** — An easy-to-use platform platform where you can 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, all in a single point of truth.
- **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 the LotusFlare DNO Cloud Portal.



Outcomes (So Far)



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.

In the first few days after a launch (and with the support of a targeted marketing campaign), T-Mobile acquired hundreds of new users, showcasing the demand for a self-service marketplace. The user base continues to grow as new developers are onboarded.

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 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

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