



Replatforming GOMO!

Migrating 3 Million Customers to
LotusFlare DNO™ Cloud

A LotusFlare Customer Story



Globe

www.lotusflare.com



Summary

- Globe and LotusFlare successfully replatformed the entire GOMO business over the course of 6 months and achieved simplification, speed-to-market and operational cost savings of 40%.
- Globe and LotusFlare teams migrated 3 million GOMO subscribers in under 4.5 hours to LotusFlare DNO™ Cloud, a cloud-native commerce and monetization-managed service that provides an all-digital BSS.
- By moving from 3 vendors down to 1, Globe reduced system complexity, decreased time to market for new offers, and standardized on a single, scalable software foundation.
- Globe improved their business innovation capability by reducing new feature development cycles from 6 months to 1 month using LotusFlare DNO Cloud's cloud-native infrastructure and modular components which are controlled through configuration rather than coding.



Challenges

Launched as a new brand in early 2021, GOMO Philippines promised a fully-digital communications experience for customers, the first of its kind for Filipinos. Today GOMO has nearly 3 million customers and is home to many of Globe's highest-value customers.

At the start of 2022, Globe leadership realized that while GOMO had been the first all-digital communications service provider (CSP) in the market, its ability to keep its original brand promise was at risk. As they saw it, GOMO could not move at "Internet speed." GOMO IT systems and processes required up to 6 weeks to launch new offers and, even more frustrating, platform release cycles required 6 months of development.

Like many CSPs, GOMO suffered from an inherent lack of business innovation agility in their BSS and IT stack. Unsuitable for an all-digital brand where speed and simplicity are paramount, the GOMO BSS and IT stack required frequent downtime to apply updates and carry out maintenance. In the eyes of customers, this downtime meant service outages that in turn led to lost revenue and disappointed customers.

Compounding these issues, Globe had to manage three vendors who provided different parts of the GOMO BSS and IT stack. This multi-vendor environment drove up costs, extended timelines, created friction in product development, and entrenched process complexity that hindered Globe's effort to cement GOMO as the best digital brand in the market.

In mid-2022, Globe made the decision to change the GOMO BSS and IT stack to ensure the future growth of the brand. The new platform had to meet three overall requirements:

- Be a cloud-native SaaS platform to which they could rapidly "lift and shift" their entire customer base within a short time window, a so-called "flash cut" migration.
- Provide all current GOMO functionality combined with the scalability to support their current and future subscriber base.
- Give GOMO control and business innovation agility that was lacking in their current environment so they could meet the demands of the digital marketplace Globe envisioned for Filipinos.

A tall order indeed, but help was already at hand in the form of Globe's partnership with LotusFlare.

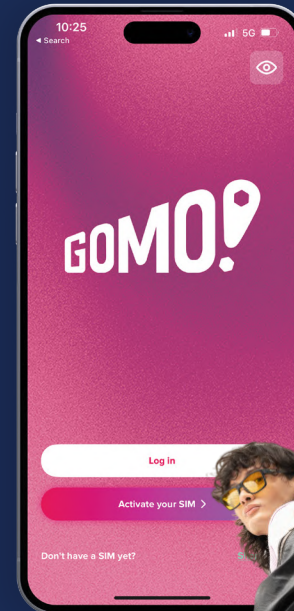
Solution

To meet the above requirements, Globe selected LotusFlare DNO Cloud as the new software foundation for GOMO. Globe was well-acquainted with LotusFlare DNO Cloud as it had already successfully created the new GlobeOne App in partnership with LotusFlare. Based on this successful partnership and the cloud-native architecture of DNO Cloud, Globe was confident that LotusFlare would deliver this challenging business outcome for GOMO.

LotusFlare's approach began with helping Globe to rethink and rebuild the GOMO service from 'customer experience down.' LotusFlare provides customer experience design and development services with each LotusFlare DNO Cloud deployment so the GOMO app would be overhauled as part of the replatforming effort.

Moving from the desired GOMO customer experience, LotusFlare then deployed, configured and integrated LotusFlare DNO Cloud SaaS components to power the newly-defined customer experience. Globe required feature parity but also demanded significant improvement over their legacy BSS and IT stack in the areas of performance and system operations for the Globe team. Primary areas of improvement include:

- Globe replaced the CRM, BSS and charging systems with a single instance of LotusFlare DNO Cloud. Globe deployed and integrated LotusFlare DNO Cloud SaaS components including Product Catalog, Converged Charging, Customer Engagement, Billing & Payment, Reporting, Order Management, Rewards and Vouchers. DNO Cloud replaced separate systems that managed the frontend and backend, enabling Globe to consolidate and simplify the GOMO BSS and IT environment.



- LotusFlare designers and developers rebuilt the GOMO apps for Android and iOS in native code bases. The new GOMO app response time has reduced latency making app performance ‘as smooth as butter’ for GOMO subscribers.
- Using LotusFlare Product Catalog and accompanying headless CMS, Globe GOMO staff can configure and create new offers, campaigns and tariffs for display in the app through the DNO Portal. No coding is required and, once approved by Globe, new offers can be launched in minutes.
- LotusFlare DNO Cloud, hosted on AWS, has eliminated maintenance windows and downtime for GOMO customers. DNO Cloud has a microservice-based architecture to take full advantage of AWS and ensure high availability and fast deployment. When required, code changes are implemented and deployed in real-time by LotusFlare support and changes are deployed using a self-managed Kubernetes cluster that scales to millions of GOMO users.
- Performance has been vastly improved to ensure headroom for significant growth. LotusFlare DNO Cloud is capable of handling over 8,000 transactions per second (TPS) for a variety of application workloads and API triggers, both for internal and external integrations.
- With LotusFlare’s single-supplier approach, it has reduced the need for third-party systems integrators, providing cost efficiencies and project simplification for Globe. The LotusFlare delivery team was responsible for solution architecture, system integration, configuration, testing and migration. As part of DNO Cloud Managed Services, LotusFlare provides end-to-end system management, maintenance and support to SLAs required by Globe.



Outcomes So Far

Globe's choice to partner with LotusFlare resulted in the desired valuable business outcome namely, a completely replatformed GOMO supporting 3 million customers that went live in April 2023 after a 6-month project. While there have been a number of benefits resulting from this project, five outcomes are highlighted.

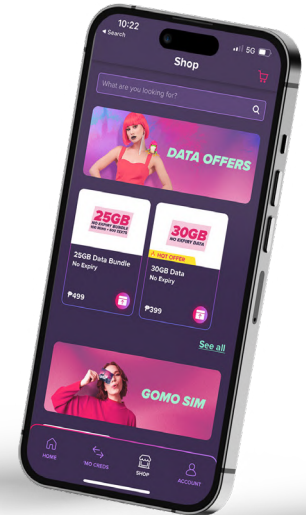
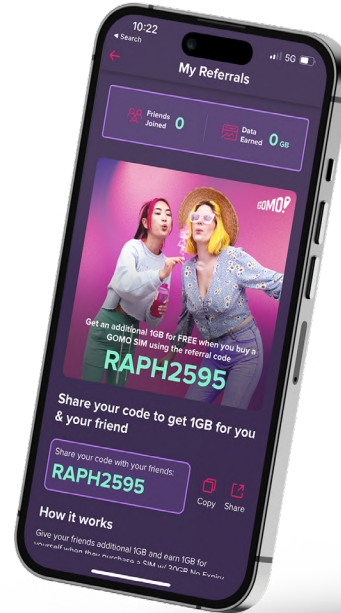
- The successful migration of 3 million customers was the most notable aspect of the GOMO replatforming. Using tools from AWS and a migration plan designed and tested by LotusFlare engineers, LotusFlare and Globe teams executed a “flash cut” migration of 3 million subscribers in just under 4.5 hours with 100% success for GOMO customers. In effect, GOMO was replatformed without any current customers being affected by this significant transition.
- The migration from the legacy BSS to LotusFlare DNO Cloud allows the Globe team to deliver and create new products and pricing constructs in minutes. Massively simplifying legacy systems and replacing three vendors resulted in significant cost savings and a 5x increase in speed-to-market for new and revised offers.
- Improvements to the capabilities of the GOMO self-service app now can be made by pushing the latest code in parallel to the old one, with no downtime or maintenance outages. The average response time of the user interface in the apps and website has improved significantly, from 1 second down to 100 milliseconds.

Impact on Globe GOMO with LotusFlare DNO™ Cloud

Area/Capability	LotusFlare DNO™ Cloud	Previous BSS
Time to Launch New Offers	1 day	6 weeks
Number of Vendors Needed	1	3
GOMO App UI Response Time	100 milliseconds	1 second
New Feature Release Cycle	1 month	6 months
Vendor-Related Operational Costs	Reduced by 40%	—

- LotusFlare worked with Globe to improve their business innovation capability by reducing new feature development cycles from 6 months to 1 month using LotusFlare DNO Cloud’s cloud-native infrastructure and modular components that are controlled through configuration rather than coding.
- LotusFlare has helped Globe by creating an integrated and scalable campaign capability, a significant improvement over the previous BSS. Contextual Engagement of LotusFlare DNO Cloud enables simultaneous marketing campaigns at scale that can be run in a targeted manner using data defined, created and stored within LotusFlare DNO Cloud Data Hub.

LotusFlare helped Globe to achieve its three big “S” goals - Simplification, Speed and Savings. GOMO on LotusFlare DNO Cloud sets up a strong foundation for Globe to continue to scale the GOMO user base, accelerate the delivery of new offers and features to the user base, and innovate outside of core connectivity offerings.





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 DNO™ 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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