

Partnering with T-Mobile to Create an API Marketplace



A LotusFlare Customer Story

Built to deliver valuable business outcomes

OUTCOME

Create API marketplace

T-Mobile US employed LotusFlare DNO Cloud to create DevEdge, a digital API marketplace for developers. From conception to launch, the project was delivered in 5 months.

OUTCOME

Replatform Legacy BSS

Globe moved their premier brand GOMO to LotusFlare DNO Cloud hosted on AWS public cloud, migrating 3 million customers in under 5 hours, reducing the time to launch new offers from 6 weeks to minutes and achieving a 40% cost reduction.

OUTCOME

Offer eSIM Customer Experience

re:do is one the first communications service providers in Europe to fully embrace eSIM for customer experience, enabled by LotusFlare DNO Cloud eSIM SaaS component. To date, over 70% of re:do customer acquisition is fulfilled by eSIM.

OUTCOME

Launch Digital Telco Brands

A1 Group, a European provider of digital services and communication solutions, used LotusFlare DNO Cloud as the cloud-native foundation to launch re:do, a new stand-alone digital network service brand. Digi launched the tapp, a digital telco brand for Malaysia using DNO Cloud.

OUTCOME

Launch Digital Fiber Business

Globe created a market-changing business line using LotusFlare DNO Cloud, the GlobeOne app and GCash to offer the only fully digital prepaid fiber broadband service in the Philippines.

OUTCOME

Elevate MVNO Revenue Opportunity

LotusFlare DNO Cloud offers an expanded set of digital capabilities and simplified onboarding for MVNO partners including eSIM, rapid offer creation and white-label self-service mobile apps.

LotusFlare DNO Cloud functionality is delivered by a set of integrated SaaS components organized into six modules described below.

Experience
Services

Commerce &
Monetization

Digital
Engagement

Data Hub

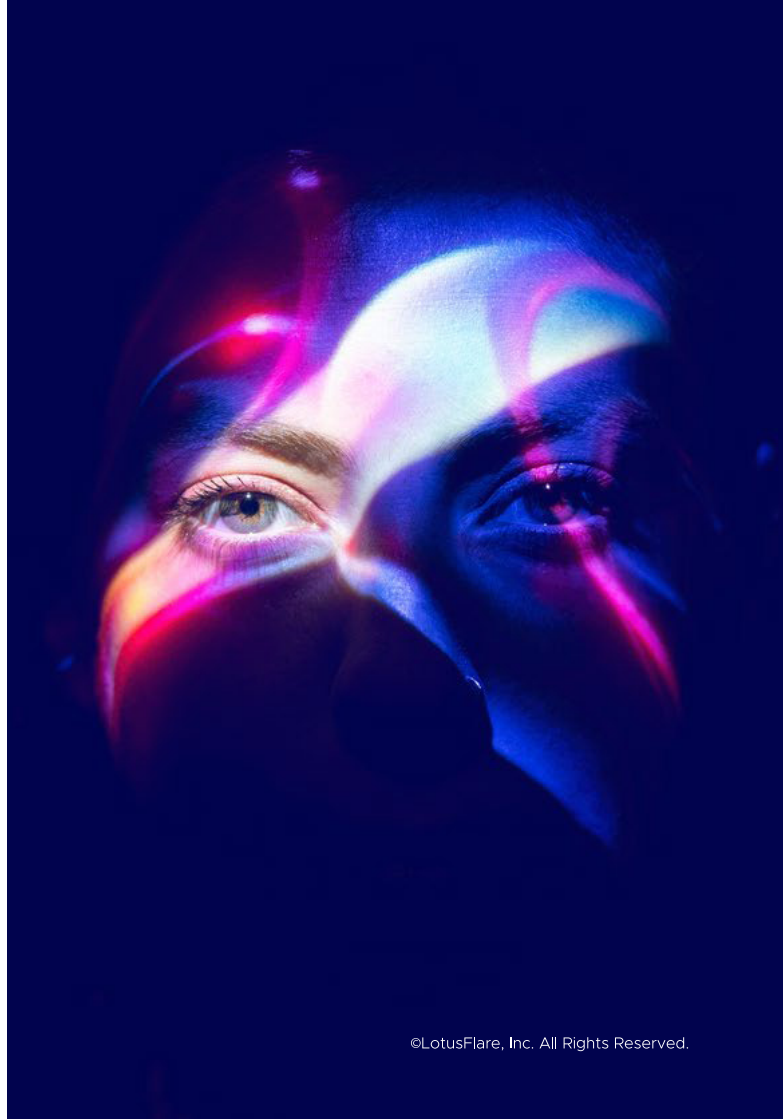
GenAI
Services

Infrastructure

 LotusFlare DNO™ Cloud

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**.



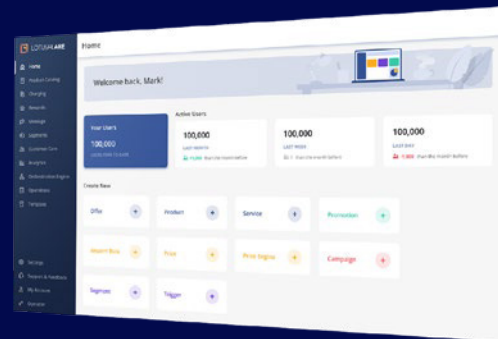
LotusFlare offered a solution whereby they developed the optimal customer buying journey which, in turn, drove the capabilities required from the commerce and monetization components. Specifically, LotusFlare utilized the following SaaS components of its DNO Cloud:

- **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 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™ Cloud is a cloud-native, all digital BSS that delivers valuable business outcomes to consumer and enterprise customers of CSPs.

Learn more at lotusflare.com



Globe

T Mobile

GOMO!

re:do



Singtel

