



AXIATA
DIGITAL
LABS

ADVANCING DIGITAL LIFE

Case Studies

Axonect Enterprise Enabler

Enabling Axiata Group's Digital Transformation Journey with Axonect Enterprise Enabler



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"Axiata's digital transformation journey persisted throughout 2022, with a strong emphasis on five key areas: products and services, external interfaces, internal processes, infrastructure and platforms, and fostering a digital culture and mindset. At the heart of our digitization efforts and progress lies the Axonect Enterprise Enabler (AEE), an enterprise transformation enabler platform developed by Axiata Digital Labs. The AEE has empowered teams within Axiata to embrace global trends, deliver exceptional products, and delight consumers. With a vast array of over 2000 microservices and numerous APIs, Axiata has opened its networks and digital offerings to both internal and external innovation. By embracing machine learning, data, and AI technologies, we have achieved significant reductions in IT costs and accelerated the speed at which we bring products and services to market. As a result, Axiata has transformed itself into an agile IT organization that aligns with global standards, enabling us to showcase our capabilities and engage developers and ecosystem players from around the world to partake in our transformative journey."

Axonect Enterprise Enabler Impact...



Case 1

Revamping the Digital transformation Journey of Celcom

Scope of Challenges Faced:

Celcom recognized the need for digital transformation to meet customer demand and generate new revenue models. However, gaps in the technological stack and the need for a mediation layer prevented the initiative from being implemented. The company was losing revenue opportunities due to delays in responding to market demands and was seeking to increase efficiencies in solution creation, integration, and delivery. Finding a partner with the right product stack and domain expertise was difficult, and Celcom's adhoc approach presented challenges. The business sought a framework that could support complex governance requirements, such as operating in multiple cloud environments and working with multiple vendors simultaneously for their solutioning.

The Solution Implementation

Celcom's digital transformation program, Magento, used AEE at its core and introduced a microservices platform with templates for rapid development. Costly adapters were replaced with scalable microservices, doubling the traffic while reducing TCO. The company migrated their heavily used applications to scalable microservices, reducing operational costs using AEE on-prem. Further, digital decoupling allowed innovation without worrying about legacy environments, and DevOps continuous development with CI/CD automation was implemented. Microservices-based service delivery improved governance and enabled Celcom to onboard external vendors to adopt the AEE platform. Hybrid cloud support was enabled in Microsoft Azure for Magento development, and a TMF-aligned federated product catalog service was deployed.



"As a part of our digital transformation process, we at Celcom initiated the Magneto program to modernize our business operations by revamping the existing Core BSS by using microservice-enabled cloud-native components. Axonect Enterprise Enabler has helped us to embrace the cutting-edge DevOps technologies to deploy hundreds of micro-service-based components in multiple Azure Cloud and on-prem environments. It has also supported us in onboarding developers from different partners and, integrate several environments into a single platform with multi-tenancy capabilities. We have deployed more than 600 micro services in the on-prem K8S (Kubernetes) and cloud AKS (Azure Kubernetes Service) and the number is expected to grow with our digital transformation journey. This has helped us to keep the hardware segregation between applications, re-use the platform capabilities to reduce TCO and embrace hybrid cloud adoption utilizing Azure cloud services for the developments."

End Results and Statistics

- ✓ Cost Optimization - Reduced effort & OPEX
- ✓ High Availability - Facilitated migrations with virtually no downtimes.
- ✓ Resource and Development Optimization- **43% infrastructure optimization** achieved by consolidating resources, resulting in a **30% reduction** in standard development and delivery time of applications.
- ✓ CI/CD Automation - Effort cut-down and cost saving of **35% on in AMC costs**.
- ✓ Quicker TTM - Allowed faster time-to-market for new features and technology.
- ✓ Service Up Scaling - Doubled the traffic with reduced total cost of ownership (TCO)
- ✓ Operational Excellence - Improved enterprise governance

Case 2

An Integrated and Enhanced Customer Experience for Ncell

Scope of Challenges Faced:

Ncell experienced revenue leakages due to incomplete customer journeys presented on the digital layer, resulting in a broken user experience. They were losing revenue opportunities due to the delays in responding to market demands rapidly. The business was looking to increase the efficiency of solution creation, integration, and delivery channels but was struggling to find a partner with the right product stack and domain expertise to quickly implement their requirements.

The Solution Implementation

The AEE Platform played a pivotal in developing 8 robust enterprise applications, comprising more than 150 microservices. Through the platform, the applications integrate with customer-facing channels, orchestrating them seamlessly. Additionally, the platform has successfully helped to integrate third-party applications through AEE. By embracing digital channels and hybrid cloud applications, coupled with its distinctive technology toolkit, AEE streamlines technology adoption, significantly reducing implementation time. Furthermore, the platform's infrastructure optimization delivers remarkable efficiency gains of 30% in Cores and 43% in Memory. Ultimately, leveraging the AEE platform translates into notable improvements in time to market for businesses.



"We, at Ncell, have foreseen the need for digital transformation to fulfil the customer's dynamic requirements by delivering flexible products with an improved user experience in a shorter time. However, we faced challenges such as lack of skilled personnel, a small team, and the lack of a proper platform to develop and govern new customer-facing applications. It was also a challenge for us to integrate multiple 3rd parties as it was difficult and expensive to govern the technical and general aspects of those integrations. Further, our existing BSS solutions are still controlled by vendor-specific technologies that do not directly correlate to our consumer value propositions. In this backdrop, we have seen a gradual decline in revenue from traditional services and it has forced us to focus on a long-term strategy around digital transformation.

To overcome these challenges, we chose AEE platform, which provided us with a strong CI/CD platform to begin our digital transformation journey. By using AEE we envisioned a future-proof digital platform for us which would also unlock greater cost savings for us. By using AEE, we rapidly developed four of our key user applications while governing multi-vendor environments based on our policies. Ultimately, AEE helped us to fulfil our dynamic customer needs within a short period of time without impacting our core services which was a huge plus for us."

End Results and Statistics

- ✓ Infrastructure Optimization - **Efficiency achievement of 30% in Cores and 43% in Memory**
- ✓ 120 VMs before consolidation and 79 VMs after consolidation
- ✓ Cost Optimization - **33% OPEX reduced** due to consolidated managed services.
- ✓ Quicker TTM - **30% faster time-to-market**
- ✓ Seamless customer experience

Case 3

Seamless Migration with Minimal Disruption for Dialog



Scope of Challenges Faced:

Dialog faced a complex and costly task of migrating their existing digital service layers, further complicated by integration challenges in the Huawei-Dialog solution blueprint. The migration process posed a significant challenge, particularly in transferring enterprise channels without disrupting customer-facing systems. Consequently, testing and deploying solutions demanded a substantial increase in both resources and financial costs. To address these issues, Dialog recognized the urgent need for swift advancements to achieve a shorter time to market. Additionally, they sought to enhance their transaction processing capacity to effectively manage the traffic flowing through all integrated APIs.

The Solution Implementation

AEE played a pivotal role in facilitating a smooth migration process from OCS 3.3 to CBS 5.6 by converting and routing the OCS 5.6 SOAP/HTTP interfaces, effectively ensuring a transparent migration experience. Moreover, the cloud migration opened up opportunities for seamless integration across 12+ enterprise applications, boasting an extensive array of over 400 APIs and a bandwidth capacity of 4000 TPS. This allowed for enhanced flexibility and high availability, complemented by centralized monitoring and operations support. Notably, the AEE Service Designer introduced a low-code, cloud-ready service creation approach, significantly reducing both time-to-market and costs associated with service delivery and operations.

"When we started our digital transformation journey at Dialog, we envisioned running latency-sensitive business critical components in on-premises environments and migrating the rest of the workloads to the cloud. We faced a complex and costly task of migrating our existing digital service layers, further complicated by integration challenges. The migration process posed a significant challenge, particularly in transferring enterprise channels without disrupting customer-facing systems. Therefore, we deployed applications such as the CBS mediator which supports hundreds of TPS in on-prem as well as the Dialog Super App which has a larger number of microservices in AWS Cloud. AEE helped us to reduce the waiting time to integrate new AWS deployments and accelerate the transition by providing a common development platform. It also provided us the governance framework to control the decentralized deployment environments and a single interface to monitor the on-prem and cloud environments, reducing the operational strain and TCO."

"The '**APIfication**' of our legacy BSS was another critical step in our DT journey. Our legacy BSS was in the process of being replaced as part of a migration to a cloud-native and microservice architecture. By integrating legacy BSS with APIs, we accelerated the upper layer customer experience-related developments using agile development without disrupting the operations and eventually replaced the legacy platforms with cloud-native components."

End Results and Statistics

- ✓ Cost Optimization - **70% reduction in OPEX** during Huawei CBS 3.3 to 5.6 migration
- ✓ **50% reduction in development cost** during Huawei CBS 3.3 to 5.6 migration
- ✓ **30% saving** in application development cost
- ✓ Savings on cloud operations cost
- ✓ **70% saving** in application migration time



AWARDS AND ACCREDITATION

triforum
CATALYST TEAM
AWARDS

triforum
EXCELLENCE
AWARDS 2020

triforum
excellence 2022
awards

catalyst

catalyst

CMMI DEV/3

OPEN API
CERTIFIED

COMMITMENT TO
MANAGEMENT SYSTEM
CERTIFICATION

COMMITMENT TO
MANAGEMENT SYSTEM
CERTIFICATION

OUR ACHIEVEMENTS

3M+

DAYS OF ENGINEERING
EXPERIENCE

350M+

USERS DIGITALLY
ENABLED

96%

BRAND ADVOCACY

1300+

TEAM MEMBERS

400+

DIGITAL
TRANSFORMATIONS

20+

AWARD WINNING
PRODUCTS

GET IN TOUCH WITH US
TO FIND OUT MORE!

ADL
Sri Lanka

ADL Indonesia

ADL Malaysia

ADL MALAYSIA

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