

The Axonect logo features a stylized 'A' icon composed of three small squares to the left of the word 'Axonect' in a white, sans-serif font.

Axonect

Elevating Enterprise Operations

Case Studies

Axonect Digital BSS

Guiding your TELCO to TECHCO transformation with Axonect Digital BSS

Elevate your telco operations with Axonect Digital BSS, a revolutionary solution designed to thrive in the evolving telecommunications landscape. Embrace agility and efficiency through a flexible, carrier-grade suite of integrated BSS solutions. Seamlessly merged pre-built business processes and alignment with TM Forum Open APIs give you the competitive edge needed to excel in the market.

Axonect Digital BSS Suite comprises of five sub-products:

- 1. Customer Explore:** Axonect Customer Explore seamlessly organizes users, enriches product catalog management, and tailors workflows to match unique business needs. The solution's audit trail ensures transparency, empowering teams to deliver top-quality service while maintaining enhanced security and accountability.
- 2. Selfcare Framework:** Experience the future of customer engagement with Axonect's Selfcare Framework. This dynamic solution offers web, mobile, and chatbot self-care, fostering seamless communication across all channels. Ensure secure end-to-end transactions and audit visibility, providing confidence during interactions. The application's adaptability extends to KIOSK interfaces and Smart Watches, delivering a versatile and future-proof experience.
- 3. Entitlement Server:** Axonect's advanced Entitlement Server enhances device entitlement management. Powered by the Google Mobile Data Plan (MDP) Sharing API, gain real-time data insights and personalized plan offers. Effortlessly configure plans, manage user eligibility, and ensure precise plan filtration. Streamlined APIs streamline operations, enabling personalized service notifications and exceptional user experiences.
- 4. Billing:** Experience streamlined billing and optimized revenue with Axonect Billing. Seamlessly integrate with service platforms for swift implementation and reduced costs. Achieve efficient operations through a scalable architecture, supported by the Management Console for easy monitoring and management. Simplify charging transactions and billing processes, ensuring revenue optimization within agreed provisions.
- 5. Product Order Management:** Revolutionize your product order management with Axonect's innovative solution. From order capture to delivery, streamline operations and enhance efficiency with our user-friendly platform. Define products seamlessly, manage orders effortlessly, and optimize inventory with precision.

Why Axonect Digital BSS?

Horizontal Scalability

Axonect Digital BSS is imbued with horizontal scalability capabilities, empowering telcos to seamlessly integrate new services and users in tandem with the expansion of their customer base.

Enhanced Customer Experience

Axonect Digital BSS facilitates the provisioning of personalized services by telcos, including tailored billing and charging structures, thus elevating the overall client experience.

Analytical Insights

Robust analytics and insights that equip telcos with data-driven insights to formulate strategic decisions encompassing service offerings, client targeting, and market expansion.

Enhanced Operational Efficiency

Through the automation of operations, telcos can substantially curtail the necessity for manual interventions, thereby expediting service delivery and concurrently mitigating operational expenditures.

Case 1

Empowering Customer Experience for Ncell

Scope of Challenges Faced:

Ncell embarked on a strategic journey towards digital transformation to align with their vision and the overarching objectives of the Axiata Group. However, they faced a significant challenge in the form of an outdated selfcare app. This legacy application presented a multitude of issues, including confusion among users due to poorly placed products and services, an unclear buying process, and a lack of customer-centricity and user-friendliness. These challenges hindered Ncell's ability to provide advanced digital solutions and jeopardized their mission to create value for their customers through ethical and quality telecommunications services.

The Solution Implementation

Ncell recognized that the key to their digital transformation lay in revamping their selfcare mobile application. This application served as the linchpin of their customer management ecosystem, offering improved customer satisfaction and streamlined access to products and services. The overhaul of the Ncell selfcare mobile app was pivotal in addressing the inefficiencies plaguing the previous platform.

The newly revamped selfcare mobile app brought forth a multitude of enhancements. It resolved the confusion that had marred the user experience with the previous version, strategically placing products and services to improve clarity. The buying process was refined, emphasizing customer focus and user-friendliness at every step. This transformation allowed Ncell to realign its overall value proposition with the evolving needs and expectations of its customer base.

By investing in this digital solution, Ncell not only eliminated previous bottlenecks but also paved the way for a seamless and customer-centric approach to telecom services. The Selfcare Framework became the cornerstone of Ncell's digital evolution, propelling them closer to their vision of a connected, digitally empowered Nepal.



"... We have been working with ADL for over 2 years now. Throughout these years, the team ADL worked in close collaboration with us to understand our requirements and were able deliver a better selfcare app. This collaboration indeed revolutionized the customer journey, hence led us to introduce new revenue streams to the business and new touch point for serving our customer. I appreciate ADL's flexibility, efforts and commitment that they have shown while doing this project..."

End Results and Statistics

- ✓ **33% Increase in Non-Voice Usage:** Ncell saw a significant shift in customer preference, with non-voice services growing by 33%.
- ✓ **Cost Savings:** Transitioning to app-based call centers resulted in substantial cost savings, avoiding the need for call center expansion.
- ✓ **One-Stop Solution:** The selfcare app became a one-stop solution for Ncell users, simplifying access to services.
- ✓ **New Revenue Stream:** The Selfcare Framework was introduced as a new go-to market channel for Ncell.
- ✓ **1.2 Million Active Users (2022):** The app had **1.2 million active users by 2022**.
- ✓ **6 Million Unique Events:** The platform generated **6 million unique events**, reducing costs and improving engagement.
- ✓ **Enhanced Navigation and Satisfaction:** Users enjoyed improved navigation and higher satisfaction.
- ✓ **Revenue Growth:** Ncell earned **460 million** from **4.4 million product activations** and **19 million** from **64,000 recharges**.
- ✓ **Improved Collaboration:** Collaboration between customers improved.
- ✓ **Administrative Efficiency:** Ncell's administrative and monitoring functions became more efficient.

Case 2

Elevating Entitlement Server Capabilities: A Seamless Implementation Journey

Scope of Challenges Faced:

Dialog encountered a significant hurdle as their contract with their former Entitlement Server vendor neared its expiration date. The company was determined to find a budget-friendly alternative to prolong the contract's duration while adhering strictly to the rules and regulations established within the Axiata Group. The core challenge they faced revolved around the identification of a solution for the Entitlement Server that not only satisfied the organization's specific needs but also conformed to the stringent regulatory frameworks in place. Furthermore, they aimed to mitigate any adverse financial consequences, seeking a solution that would maintain the existing functionality they had grown accustomed to.

The Solution Implementation

Dialog made a well-considered strategic choice to forge a collaboration with ADL, a dependable and established partner, in order to institute a resilient and adaptable solution to address their Entitlement Server (ES) requirements.

The primary emphasis of this collaboration centered on the provision of an Apple Watch use case, facilitating the process for customers to effortlessly download an eSIM profile onto their Apple Watch cellular devices. This particular feature implementation was not only meticulously planned but also executed with great success. The resultant solution was subsequently deployed onto Dialog's on-premises servers.

Through the judicious use of our solution, Dialog adeptly extended their ES capabilities, ensuring a seamless and uninterrupted service delivery experience for their valued customers.



"...We are delighted to commend ADL Axonect for their exceptional service and cost-effective solutions. Our recent Entitlement Server (ES) migration to Axonect was seamless, resulting in an impressive 50%+ reduction in TCO. The system's performance and functionality have perfectly met our requirements, and the support received during and after implementation has been outstanding.

As we continue our partnership with ADL Axonect, we do so with great anticipation for the future, knowing we are in capable hands. We wholeheartedly recommend Axonect services to other businesses seeking a reliable and cost-effective solution...."

End Results and Statistics

50%+ Reduction in TCO:

- ✓ Impressive 50%+ reduction in total cost of ownership (TCO) over the next three years.

Apple's Upcoming Features:

- ✓ Upcoming features from Apple will be introduced as up-coming features.

99.9% Availability Target:

- ✓ 99.9% availability target ensuring minimum impact for users.
- ✓ Ensures high availability, minimizing downtime and disruptions.
- ✓ Optimized architecture enhancing efficiency and performance.

85% or More for MBSS Scans:

- ✓ Achieving 85% or more for MBSS scans ensures necessary security assessments.
- ✓ Aligns with the security best practices outlined by the Center for Internet Security (CIS) guidelines.



AWARDS AND ACCREDITATION

triforum
CATALYST TEAM
AWARDS

triforum
EXCELLENCE
AWARDS 2020

triforum
excellence 2022
awards

catalyst

catalyst

CMMI DEV/3

OPEN API
CERTIFIED

COMPLY WITH
INFORMATION SECURITY
MANAGEMENT SYSTEM
CERTIFIED BY OW

COMPLY WITH
MANAGEMENT SYSTEM
CERTIFIED BY OW

OUR ACHIEVEMENTS

350M

USERS

DIGITALLY ENABLED

70%

FASTER

TIME-TO-MARKET

30%

SAVINGS

DEVELOPMENT COSTS

500+

DIGITAL

TRANSFORMATIONS

1300+

EXPERT

ENGINEERS



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