

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

Axonect

TRANSFORMING API MANAGEMENT


Case Studies


Axonect API Management Suite


Driving Innovation and Revenue Generation with Axonect API Management Suite

Axonect API Management is a robust, digital platform tailor-made for CSPs, specifically designed to drive revenue through innovation and accessibility. It serves as a comprehensive end-to-end API Management Platform that caters to the distinctive demands of the telco industry, all expertly crafted by seasoned telco professionals.

This suite comprises three distinct products, each meticulously engineered to meet the full spectrum of customer needs within the telco ecosystem:

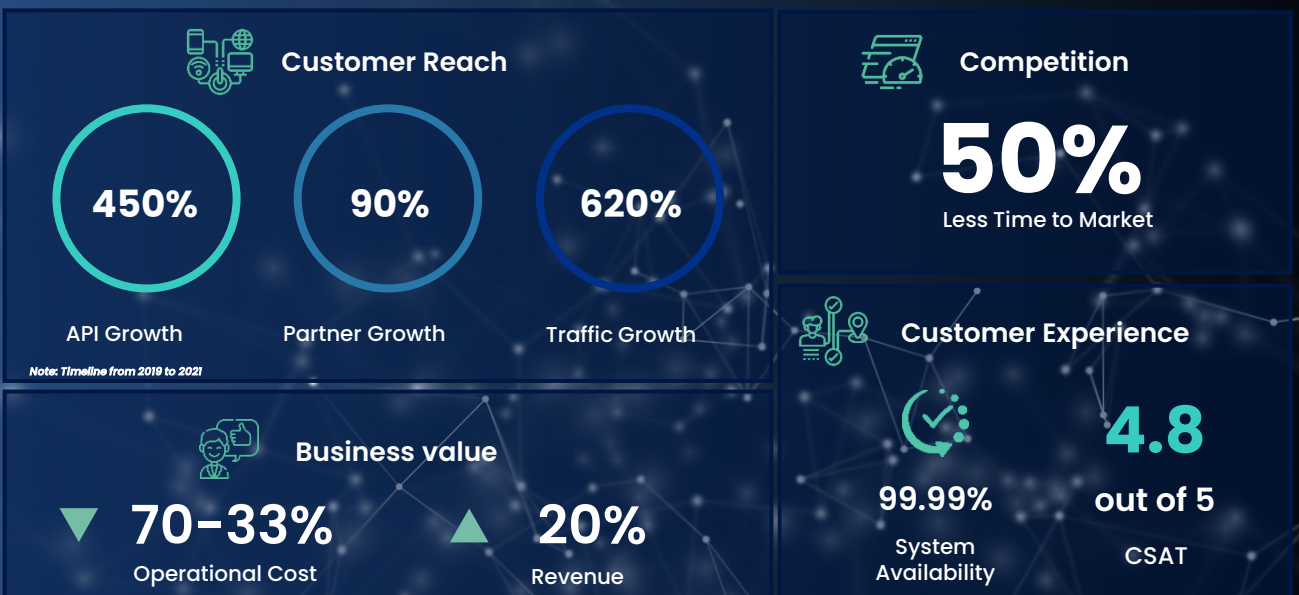
 **API Manager:** This component of the suite empowers telcos with tools for designing, testing, and publishing APIs. Furthermore, it facilitates the creation of an internal API marketplace, enabling swift service development and deployment.

 **API Monetiser:** With the goal of generating new revenue streams, API Monetiser offers a robust solution for telcos to securely expose their APIs to third-party entities. It also simplifies the onboarding of Service Providers, facilitating the monetisation of APIs, a key revenue stream in the telco industry.

 **API Aggregator:** Telcos can leverage this feature to enable multiple operators to seamlessly share interconnected services through a centralized integration point. This streamlines operations and enhances efficiency by consolidating services and reducing complexity in the telco ecosystem.

Axonect API Management, designed by telco experts, equips CSPs with a dedicated suite of tools to innovate, collaborate, and generate revenue efficiently. It's a strategic solution that addresses the unique challenges and opportunities within the telco industry, allowing organizations to thrive in the rapidly evolving digital landscape.

Impact of Axonect API Management



Case 1

Revolutionizing Telecommunications: Axiata Group's API Ecosystem Success Story

Scope of Challenges Faced:

Axiata Group embarked on a mission to securely expose essential services, including SMS, USSD, 2FA, mobile marketing, and mobile money, to third-party OTT providers, aiming to unlock new revenue streams and drive innovation within its OpCos. However, this ambitious endeavor was fraught with complexities. The challenges included intricacies in API monetization, ensuring robust security measures, streamlining automation, fostering reusability, ensuring compatibility with legacy systems, facilitating internal API exposure, achieving faster time-to-market, optimizing operations for efficiency, reducing costs, and managing version control. These multifaceted hurdles needed to be surmounted while also fostering internal collaboration and fueling revenue growth.

The Solution Implementation

The solution entails building a comprehensive API ecosystem within Axiata Group's OpCos.

To address the current issue, the group deployed the API Manager and Monetiser platforms in their SBUs for immediate needs and implemented the API Aggregator at the group level for seamless connectivity across OpCos.

The new API hub would facilitate A2P and DCB businesses, simplify API integrations for both southbound and northbound communication, support mobile operator discovery via MSISDN, and enable multi-party settlement monetisation.

The platform supports various APIs, maintains API governance, offers flexible quota management, and converts protocols through payment, SMPP, and USSD adapters to link with legacy systems. Moreover, it securely exposes APIs to external parties, streamlines go-to-market processes, reduces maintenance costs, addresses versioning issues, and encourages internal collaboration for revenue growth.



"...Axonect API Manager platform provides us with robust governance and analytical capabilities that have been invaluable to our business. With the platform's governance capabilities, we can easily manage and monitor our APIs, ensuring their reliability and consistency. The analytical capabilities have also been a game-changer, giving us real-time insights into our API usage, performance, and monetization, allowing us to make informed decisions and optimize our business operations. One of the most significant benefits of working with Axonect is the consistent and growing revenue stream that the API Monetizer provides. This has been crucial for our business, and we are grateful for the reliable income that we can count on. We are excited about the future possibilities that IdeaMart and Axonect offer, and we look forward to continuing our collaboration with Axiata Digital Labs to further strengthen our partnership and explore new opportunities together."

End Results and Statistics

Customer Reach

- API Growth: Expanded by 620%.
- Partner Growth: Increased by 70%.
- Traffic Growth: Surged by 90%

Business Value:

- Achieved a remarkable 30% reduction in operational costs
- Onboarded 500+ Service Partners
- Sustained 14,000 transactions per second
- Maintained a remarkable 99.99% System Availability

Competition:

- Achieved 70% faster time to market compared to traditional methods

Case 2

Empowering Africa's Digital Payments Landscape: Bizao's Success Story



"We are extremely satisfied and happy to recommend the progress of the development and support teams in servicing us with sheer commitment and flexibility. We have experienced great professionalism from the entire team, who are willing to offer us guidance and consultancy support as and when required. They have been reasonably priced and continue to support us in our various expansion projects."

Scope of Challenges Faced:

Bizao, committed to enabling seamless digital payments across Africa, faced intricate challenges. The dynamic landscape made integrating with numerous southbound operators and accessing diverse payment and billing APIs a significant hurdle. This complexity impeded the delivery of efficient payment solutions, highlighting the necessity for a comprehensive solution to streamline integration, unify APIs, and connect telecom operators, banks, and mobile money providers.

To overcome these challenges and accelerate their transformation journey, Bizao recognized the need for a robust platform. This platform had to enhance engineering efficiencies, streamline governance, enable seamless multi-cloud operations, and foster collaboration with multiple vendors simultaneously. This strategic choice was instrumental in ensuring a comprehensive and efficient solution process, paving the way for Bizao's digital payment services to thrive.

However, the quest to find a platform meeting these intricate requirements, with enterprise-level capabilities and proficient domain experts' support, proved challenging. Bizao's complex ecosystem demanded a partner capable of simplifying integration while ensuring scalability, stability, and innovation. This search for the ideal solution partner added complexity to Bizao's mission to revolutionize digital payments in Africa.

The Solution Implementation

Bizao embarked on a transformative journey, propelled by Axonect's API Aggregator Hub. This innovative platform seamlessly integrated with our existing infrastructure, acting as a bridge between Bizao and the African network operators. Key to our success were the Hub's microservice-enabled capabilities, which simplified the integration process and significantly reduced complexity for external service providers. Leveraging Axonect's technology, we established a centralized platform connecting 30 telecom operators, banks, and mobile money providers, making their payment and billing APIs easily accessible. Scalability was paramount, and Axonect delivered, enabling us to manage a remarkable load of more than 270 million requests per month across both on-prem K8S and cloud AKS environments. This newfound flexibility allowed us to thrive, forging enhanced partnerships, monetizing our network, and seamlessly embracing a hybrid cloud model, all while accelerating our digital payments journey across Africa.

End Results

- Bizao's collaboration with Axonect fundamentally transformed how payment and billing APIs were accessed and utilized in Africa.
- Through the Aggregator Hub, Bizao now handles 270 million monthly requests, connecting 30 telecom operators, banks, and mobile money providers.
- This transformation simplified partnerships, drove innovation, and unlocked new revenue streams, solidifying Bizao's position as a pivotal player in advancing digital payments across the African continent.

Case 3

Transforming Digital Services in Developing Economies with IdeaMart

Scope of Challenges Faced:

Dialog Axiata, a prominent telecommunications provider, found itself at a critical juncture in recognizing the pressing need for an extensive digital transformation initiative. Their goal was not only to meet the ever-evolving demands of their customers but also to explore new avenues for revenue generation in a rapidly changing digital landscape. However, their progress was hindered by the limitations of their existing infrastructure and technology stack, compounded by the absence of a mediation layer. To surmount these challenges and expedite their transformation endeavors, Dialog Axiata identified the urgent requirement for a robust platform capable of simplifying their intricate digital transformation needs. They sought a solution that could enhance engineering efficiencies in solution development, integration, and delivery, while also streamlining governance processes and ensuring seamless operation across multiple cloud environments. Furthermore, Dialog Axiata aimed to discover a platform that could facilitate collaboration with multiple vendors simultaneously, ensuring a comprehensive and efficient solution process. However, finding such a platform that could address their complex requirements, offer enterprise-level capabilities, and provide the support of an adept team of domain experts proved to be a formidable challenge.

The Solution Implementation

Dialog Axiata's response to the challenges of limited technology access and digital innovation is embodied in the launch of IdeaMart and IdeaBiz. IdeaMart offers a range of APIs and software development kits, enabling developers to harness Dialog's network infrastructure efficiently. Complementing this, IdeaBiz provides SMEs and entrepreneurs with essential tools and resources to kickstart their digital ventures. Alongside, Axonect's APIM Suite plays a pivotal role by simplifying API management, fostering innovation, and enabling robust revenue generation. Together, these solutions have rapidly transformed the digital landscape in developing countries, bridging the divide and nurturing a dynamic ecosystem of digital services and solutions.



"IdeaMart, powered by Axonect's API Monetizer, has been a game-changer for our business. We appreciate the opportunities that the platform provides for both developers and non-developers to create Telco based apps and monetize their efforts. The scalability and maintainability of the Axonect API platform have enabled us to connect with over 10,000 developers, which has greatly expanded our network and provided us with a wealth of ideas and perspectives.

End Results and Statistics

The impact of IdeaMart and IdeaBiz in addressing the challenges of limited technology access and fostering digital innovation has been resoundingly positive. These platforms have facilitated the development of a diverse array of services harnessing various types of APIs, ranging from SMS Messaging to Location-based services and Digital Rewards. Notably, the ability to charge directly via the mobile connection and send EasyCash through EZ Cash has opened new avenues for user engagement and financial transactions.

- A collaborative effort involving APIs from six Mobile Network Operators (MNOs) has resulted in a thriving developer community, exceeding 30,000 members.
- Over 15,000 services have been created, enhancing the digital landscape and meeting the dynamic needs of users.
- An astounding USD 16 million in revenue has been shared, exemplifying the platform's effectiveness in generating economic value.
- Beyond revenue, IdeaMart has acted as a catalyst for over 300 startups, fostering entrepreneurship and innovation in Sri Lanka.



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CERTIFIED BY DNV
ISO 27001

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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