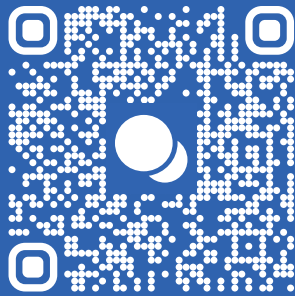


Let's talk



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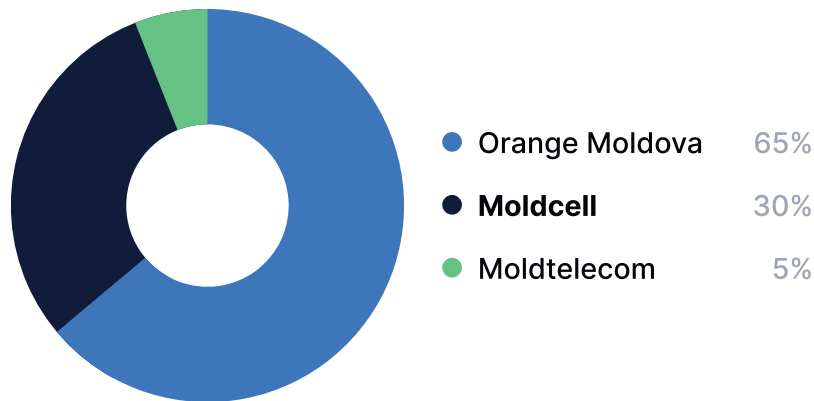
Case Study 2: Moldcell Moldova

The Goal: Creating New Revenue
Streams with Zero Upfront Risk



The Situation

Moldcell is the second largest operator in Moldova. They faced a problem most telcos face today, that traditional SIM card sales were slowing. They needed to find a way to increase revenue from their existing business customers (ARPU) without spending a fortune on new infrastructure.



Mobile operators market share in Moldova

The Challenge

The main issue for Moldcell was differentiation. Every operator was offering the same basic services. They needed something “sticky” that would make it hard for businesses to leave them. They also wanted to avoid the high risk of a huge upfront investment.

Conclusion

The Moldcell case is all about revenue innovation. It proves that collaborating with Digital Tide can help operators build a highly profitable B2B business through a partnership model that focuses on deep CRM integration and long-term customer loyalty.

While our competitors also provide business phone systems, we believe their platforms lack the robustness of ours. We know that some of our competitors' partners have chosen to utilize our Cloud PBX.

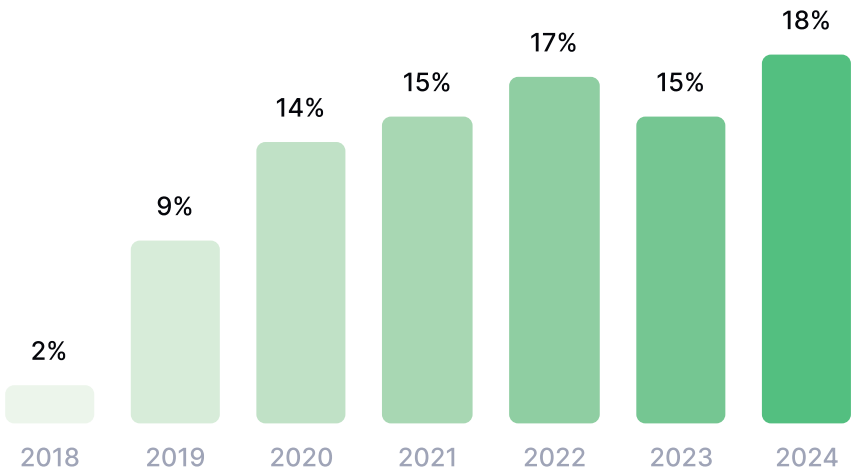
Liviu Pușcă
Head of New Directions and Portfolio Management Section at Moldcell

Interested in Improving your Telecom Services?

Contact us to learn how to launch your own white-label Cloud PBX service with support from the Digital Tide team.

Results in Numbers

The strategy worked. By 2024, the Cloud PBX service accounted for 18% of Moldcell's total B2B Value Added Services (VAS) revenue. They now have over 800 companies using the platform daily, and the service has become a major part of their profit margins.



% of Cloud PBX Revenue in Total B2B VAS Revenue

1 000 Numbers
Connected in 1 year.

Leadership Position
Became the leading Cloud PBX provider in Moldova.

250 Corporate Clients
Attracted within the first year.

After selecting the service type, Moldcell sought a Cloud PBX vendor that met the following specific criteria:

- Experience With Mobile Operators
- Support for Integration With Ericsson IMS and FMC
- Ability to Handle Carrier-Grade Loads
- Integrations With Popular CRM Systems

The Solution

Digital Tide set up a revenue-sharing agreement with Moldcell, which meant they didn't have to pay massive costs upfront. The focus here was on the “ecosystem”. We integrated the PBX service with the CRM systems that their clients were already using, such as AmoCRM and Bitrix24. We also streamlined the setup process so that a new business could be up and running in 1 or 2 days.

Advertising Focus
Strong focus on advertising and client acquisition.

Sales Resilience
Successful sales growth despite lacking Fixed-Mobile Convergence (FMC) integration at launch.

Enterprise Growth
Targeting enterprise clients as a strategic growth area.

Implementation process



Platform Deployment

Enabled full API access for platform management and billing integration, establishing a robust tiered support system for SIM traffic.



Customization and Localization

Fully adapted the interface to Moldcell's brand identity, ensuring compliance with local regulations and language requirements.



Employee Training

Delivered specialized training for sales and support teams, empowering them to manage and sell the service with confidence.



Service Development

Focused on corporate clients with SIM integration, driving rapid adoption through targeted business events and demos.



The fully localized interface, with real-time analytics, created for Moldcell, was easy to use from any device.