

# TELCO & UTILITIES





# MEGATRENDS 2025 THAT DISRUPT THE TELCO INDUSTRY



AI & Chatbots  
ML & Proactive Services



5G network providers



One touch point for all processes



Subscription Model & retention



Cyber Security Trusted Technology  
Infrastructure Provider



IT Infrastructure Landscape  
goes into Cloud





# THE DIGITAL JOURNEY FOR TELCO

DIGITALL IS A STRONG LEADER FOR DIGITAL TRANSFORMATION & DIGITAL CLOUD EXPERIENCE IN THE TELCO SERVICE AREA.

## DIGITAL JOURNEY FOR TELCO SERVICES

### Big Data and AI-driven automation and consumer experience

- Telco solutions for Marketing, Sales & Services
- Fully digitalized B2C & B2B Journey Management based on Salesforce Industry and Oracle.
- Big Data and AI-driven personalized customer journeys incl. chatbots and fully digitalized process automation

## TELCO PROCESSES

### AI & Marketing, Sales & Service efficiency and digital process automation

- Next Best Experience
- Retention
- Order Management
- CPQ
- Selfcare optimization
- Reactive and proactive services

## INTEGRATION & CLOUD

### Transforming legacy IT systems to a sustainable cloud native IT architecture:

- IT transformations based on TM Forum standards
- Cloud migration for telco infrastructure
- Omni-channel Architecture
- Decoupling & continuous modernization of legacy applications and services
- Micro Services architecture based on REST principles
- Outsourcing and competitive pricing

## METHODOLOGY

### Full SAFe solution approach for telecommunications

- Full SAFe capabilities including Portfolio, Large Solution and Essential Level
- Increase productivity & time-to-market by agile project delivery incl. CI/CD pipelining
- Reduce complexity by decomposing demands

END-TO-END DIGITAL TRANSFORMATION PORTFOLIO FOR TELCO TO GROW A SUSTAINABLE BUSINESS



# OUR EXPERIENCE IN THE TELCO SERVICE AREA

EXPERTISE, KNOW-HOW & CUSTOMERS

## >80 TELCO EXPERTS

in multiple business areas from Marketing, Sales, Order management, CPQ, reactive and proactive services but also a panel of technical expertises in Database, Migration, automatic testing, ML, Full Stack development and CI/CD.

## > 18 YEARS INDUSTRY EXPERTISE

For more than 18 years, we have been working successfully in CRM with leading telecommunication companies across Europe.

## >15.000 USERS

More than 15,000 employees & consultants are using the CRM applications we have so far implemented.

## >200 PERSON-YEARS ENGAGEMENT

Since 2002 we have achieved more than 70.000 person days for our various telecommunication customers.

## > 60 MILLION CUSTOMERS

The CRM systems enable their users to care for more than 60 million B2B- and B2C-customers.





# SELECTED CUSTOMER PROJECTS & REFERENCES

## SUCCESSFUL PROJECTS



swisscom

### SWISSCOM

> 15 years and over 100 consultants engaged in Marketing, Sales & Services



Deutsche  
Telekom

### TELEKOM

Digitalization of Marketing, Sales, and Services

*Telefonica*

### TELEFONICA

Marketing Automation

