LEVERAGING CLOUD COMPUTING TO CREATE MARKET DISRUPTION

BACKGROUND

Our customer is a leading wireless network operator in the US. They provide wireless voice, messaging, and data services to 35 mn+ consumers and theirs' is a story of creating market disruption through the power of the Cloud. A few years ago, they were facing business challenges in terms of reducing market share, customer dissatisfaction, and lack of competitiveness. This forced the company's management to rethink their corporate strategy and investments into technologies that drive digital transformation.
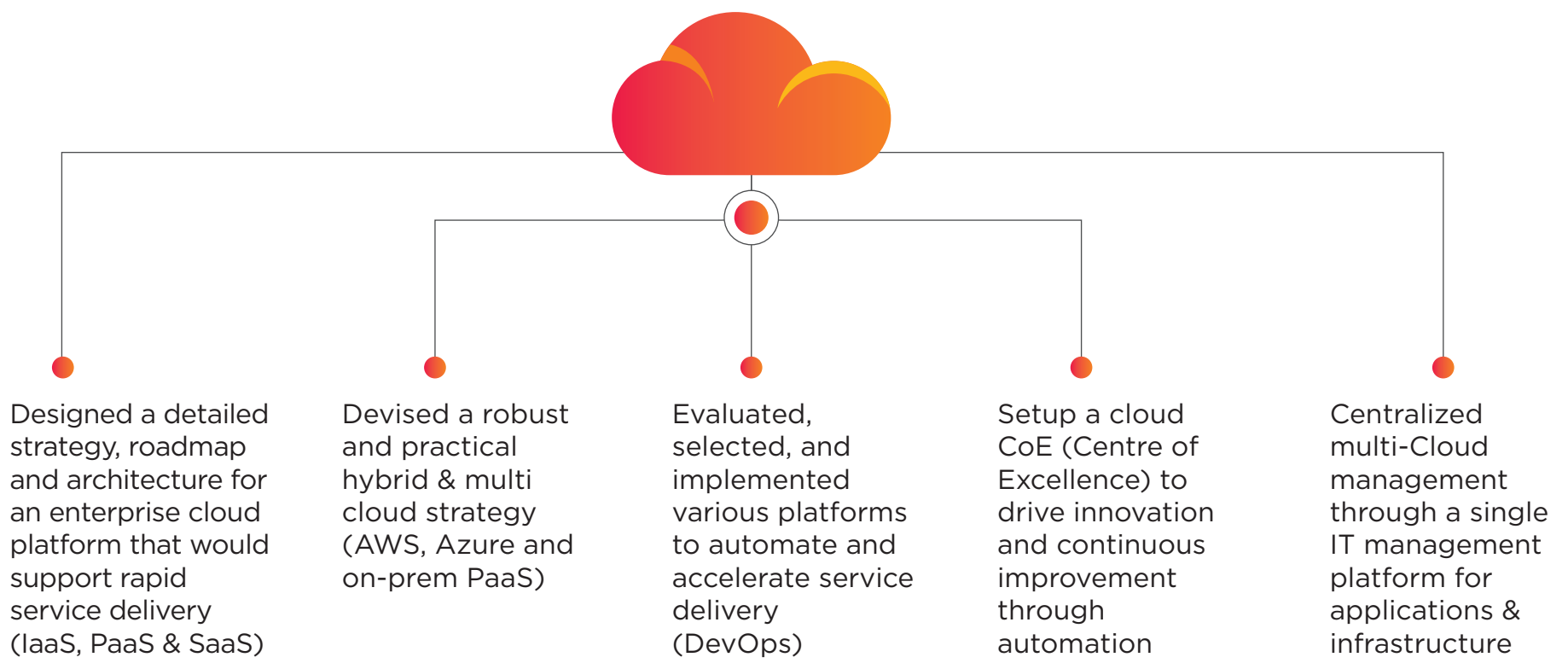
WHY WAS CLOUD THE ANSWER

To survive, the company needed to disrupt in ways that would allow them to overcome the headwinds and leapfrog into a trajectory of market-leading growth. It was also clear that digital technology and the ability to bring innovation faster to the market, would be critical to put their business plans into action. They wanted to build their technology enabled business on a platform that would allow them to launch new products & service offerings rapidly. At the same time, they had to be agile enough to respond to changing market conditions quickly. Hence, they decided to re-engineer their business with a Cloud State of Mind.

HOW HCL HELPED THEM REALIZE THEIR VISION

HCL was a key cloud consulting and implementation partner for this telecom company in their business transformation journey. The experienced team within HCL's Cloud Native services unit helped the customer in the following ways:

Designed a detailed strategy, roadmap and architecture for an enterprise cloud platform that would support rapid service delivery (IaaS, PaaS & SaaS)	Devised a robust and practical hybrid & multi cloud strategy (AWS, Azure and on-prem PaaS)	Evaluated, selected, and implemented various platforms to automate and accelerate service delivery (DevOps)	Setup a cloud CoE (Centre of Excellence) to drive innovation and continuous improvement through automation	Centralized multi-Cloud management through a single IT management platform for applications & infrastructure

All this enabled our customer to:

- Create a unified services platform and ONE delivery pipeline to meet business needs across digital marketing, retail services, and product launch for IoT/Big Data, etc

- Establish carrier-grade containerized and serverless adoption platforms having automated orchestration and ability to auto-scale to support elastic workload demand

HCL also helped shape the analytics vision for the organization by setting up an integrated data platform through agile analytics methodologies. This included data lake implementation for customer insights, omni-channel customer enablement for order management, and payment transformation to reduce money lost to fraud and help increase wallet share.

THE IMPACT OF CLOUD & DIGITAL – INNOVATION AT SPEED & SCALE

Today, our customer is one of the market leaders in telecom. They have been able to disrupt status quo by delivering innovative services & products faster than anyone else which led to capitalization on market needs faster than the competition. This also led to the creation of an unmatched bouquet of value-added & value-based offerings that has enhanced their customer base significantly.

They were able to reduce churn rates by nearly 50% in just one quarter. Additionally, retail service operations were improved by 36%, and the overall revenue increased by 10-15%. With the help of HCL Cloud Native services, they could extract maximum value from their strategic investments in Cloud and Digital technology.

Want to know how we can partner with you to make your Cloud journey real?
write to us at
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