

The logo for GadgEon, with 'Gadg' in blue and 'Eon' in orange.

Engineering Smartness

APPLICATION SERVICES IN IDC MODEL

April 2020

Version 02





IDC Model of Engagement for a MVNO Customer



The customer had grown with acquisitions resulting in having multiple customer-facing and carrier-facing applications, systems, and platforms. Management of these systems were a challenge involving higher cost, lower quality, and inability to enhance or release new capabilities due to lack of technical skills. This resulting in negative customer experiences and increased churn.

Solution Description

- We setup a 27 member India Development Centre (IDC) for Application management in Kochi in less than 4 weeks
- Took over complete Application management responsibility from the Customer team and reached steady state with in 4 weeks, leveraging our well defined transition and knowledge acquisition process
- We catered to diverse technical skill requirements with our ability to ramp-up highly skilled and productive team quickly
- Cleared all backlog of integration, platform migration and enhancement uses cases within 6 months into steady state
- Delivered continuous improvement and optimization through innovation, automation, and process enhancements
- Our comprehensive Program governance with multi-level touch points ensured excellent visibility and continuously reinforced customer confidence in the team

Outcome and Benefits Delivered

- Reduced cost of Application management by more than 50%
- Reduced end-consumer churn by more than 60%
- By clearing all backlog of Use cases, the customer was in a position to kick start the development of their new integrated service platform
- Significant reduced quality issues through automated testing and adoption of DevOps practices
- End-Consumer complaints from the field was reduced by more than 90%
- Fast tracked transformation of Customer business



The Business Context and Challenges of the Customer

Customer was a MVNO service provider and as part of their business strategy, they were expanding their services & solutions by leveraging aspects of IoT technology. As part of this growth strategy, they acquired multiple companies which resulted in having multiple customer and carrier-facing applications, systems, and platforms.

Management of these systems were a challenge with high cost, lower quality, and inability to enhance or release new features due to lack of technical skills etc. This in turn was resulting in higher number of on-field complaints, negative customer experience, and overall increase in customer churn.

They not only had to address these tactical challenges, but also to address development of new integrated service platform, which is critical for their strategic business transformation and growth plans.



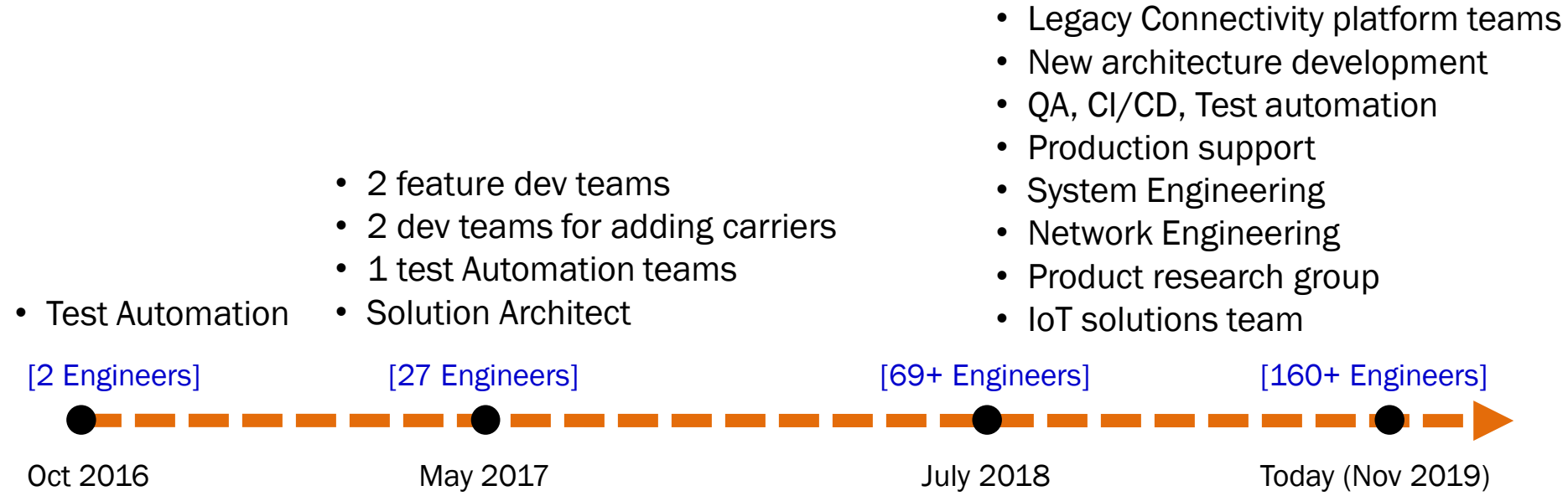
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The Solution / Model Description

Customer chose Gadgeon based on our expertise and experience in:

- OSS/ BSS application development
- IoT Engineering
- Test Automation



Gadgeon has become the preferred team for any feature/ migration activity on their Telematics platforms and the go-to team for the Customer





Benefits and Strategic Value delivered

Strategic Value Points

- Effectively addressed Technical skill gaps
- Increased Customer team's bandwidth to focus on strategic initiatives
- Kick started Development of new integrated Service platform
- Able to introduce new services and solutions for several industry verticals

Tactical Benefits

Cost of Application management	↓	By 50%
Backlog of Use cases	↓	To Nil
On-field Customer complaints	↓	To < 10%
End Customer Satisfaction	↑	No escalations
End Customer churn	↓	By more than 60%

THANK YOU



For More Details, Let's Connect



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