

Tier-1 Operator **US**

CLIENT SINCE 2017

A Tier-1 telecommunication operator in the United States that provides **Fixed communications and Data services** to Residential, Business, Governmental, and Wholesale customers.

SERVICES

Broadband
Voice
TV services
Managed services

CHANNELS

Online
Self-care
Call center

CUSTOMER BASE

5.4 Mn

Challenge

- **Inconsistent** product information and branding across regions
- **Long time to market:** It took months to make moderate changes
- **Slow time** to load new product offerings

Providing services and product offering depending on geographic availability and with specific pricing the client was challenged with several old, overloaded legacy systems, which did not allow product offering differentiation and quick adaptations to the product portfolio.

Solution

- **100% open source** technology stack
- **Cloud and DevOps** enablement
- **Uniform product** and API management

The implementation of the BlueMarble Catalog facilitates the end-to-end management of the product and offer information by federating the underlying technical product catalog. The simplified the incorporation the latest improvements in product catalogue offers and supports creation of region and location based offers effectively.

Benefits

- **Consolidated** Product information and API standardization
- **30%** improvement in development productivity and optimized infrastructure utilization
- Easy **scalability**
- **Reduction** in Time to market from months to weeks

These benefits have been achieved with the launch of the **BlueMarble Commerce solution** for a unified sales platform