How UNO Slashed Messaging Costs by 75% for a European Telecom

Streamlining multi-MVNO messaging ecosystem with a resilient, secure, and scalable cloud platform.

About the Operator
A prominent European MVNO group operating across several countries, this operator runs multiple brands on partner networks, serving diverse migrant and value-seeking customer segments. Continuous growth in subscribers and MVNO partners demanded a messaging backbone that could scale effortlessly, control costs, and launch new brands at speed.

Challenge

The operator was constrained by a legacy, siloed SMSC system that created operational complexity and limited scalability. Fragmented systems across MVNOs led to duplication of resources, inefficiency, and escalating costs.

Siloed SMSC Deployments : Separate SMSC stacks for each MVNO meant duplicated infrastructure, inconsistent operations, and rising complexity.

Escalating OPEX : Each new brand or geography meant more hardware, more licenses, and more effort — pushing up cost and delaying monetization.

Slow Launch Cycles : Absence of a cloud-ready framework led to long turnaround times for launching SMS services for new or expanding MVNOs.

Inefficient Capacity Management : Capacity planning across sites was cumbersome and lacked real-time dynamic allocation platform.

The operator needed to move away from having a separate SMSC systems for each site and adopt a single, consolidated cloud-based messaging platform.

Solution

Comviva deployed **UNO**, a cloud-ready, multi-tenant SMSC platform that unified fragmented MVNO messaging systems into a single scalable, secure, and cost-efficient infrastructure.

Cloud-Ready Consolidation

A unified SMSC layer hosting all MVNOs on a shared infrastructure, eliminating duplication of hardware.

Multi-Tenant Architecture by Design

Logically isolated MVNO environments with independent controls, leveraging shared platform capacity.

Rapid, Secure AWS Deployment

Automated cloud provisioning enabled faster rollouts, seamless scaling, and reinforced security.

Compliant and Future-Ready

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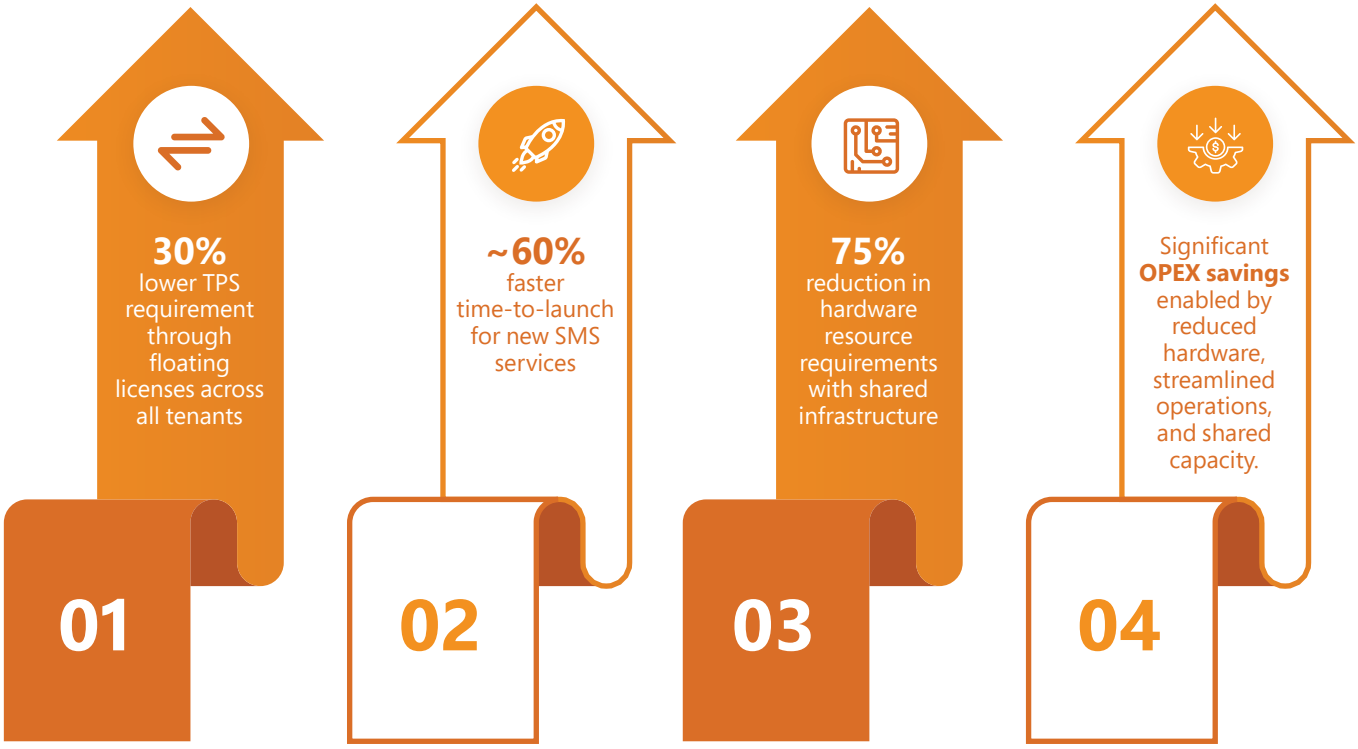
Impact

By moving to UNO, the operator turned messaging into a scalable shared service instead of a fragmented system.



Strengths

4G/5G-Ready Design

Integrated 4G network seamlessly with 2G/3G networks.

Collaborative Multi-Tenant Model

Purpose built to host multiple MVNO brands, enabling partner growth without added complexity.

Scalable Growth Engine

Elastic scaling and shared capacity allow the business to support surges in demand and new launches.

Optimized Investment

A "build once, leverage many times" approach that lowers total cost of ownership and saves significant opex costs.

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