Ecosystem Orchestrator for IoT As-A-Service

www.digitizethings.com

"With Cumulator, we had one uniform IoT Product Launcher where we could conceive solutions, invite respective partners and take it to the market with any of the operating companies, all from a single platform."

Fuencisla Merino
Head IoT, Ooredoo Group

Executive Summary

Ooredoo, a leading telecommunications operator, faced challenges in expanding its service offerings beyond traditional connectivity. To address these challenges and capitalize on new opportunities in the as-a-service markets, Ooredoo partnered with Digitize Things to implement Cumulator as IoT Product Launcher. This case study explores how Cumulator enabled Ooredoo to streamline its operations, enhance service delivery for higher ARPU offerings. The platform empowers Ooredoo's salesforce with a diverse range of offerings that include products and services from partners. Partners can self-register their product and service capabilities and receive automatic settlement for those. Customers get consistent experience with a single bill and subscription management.

Challenges

Ooredoo has a robust customer base for its mobile and broadband services. However, with the growing demand for IoT solutions such as fleet management, asset tracking, and air quality monitoring, Ooredoo saw the business opportunity. To offer these solutions as a service, they needed a more flexible and comprehensive platform to deliver solutions efficiently. The primary challenges included:

1. **Complex IT Projects with Poor ROI:** Each offering, and its components needed to be mapped and supported across multiple ERP and BSS systems, requiring significant IT development and testing. As this process needed to be repeated for each new offering or revision, it made the overall ROI structurally poor.

2. **Inventory Issues, Manual Operations and Lack of Scalability:** Ooredoo did not want to maintain inventory of IoT devices or accessories, viewing it as unnecessary duplication since Partners warehoused them anyway. However, customer experience degrades rapidly when processes, such as order fulfillment are executed manually and when customers need to get involved in partner coordination.

3. **Dynamic and Growing List of Partners:** As more offerings are added within a vertical or as new verticals are supported, Ooredoo would need to add Partners with their respective products and services.

4. **Inability to Leverage Local Ecosystem:** Having operating companies (OpCos) in multiple countries, Ooredoo wanted to engage local companies to provide technical support and installation services in the countries they operate.

Ooredoo has business customers in all countries where they operate. Earlier, they had attempted to offer IoT services on a per country basis. They soon realized that building it on top of the existing ERP/BSS system from multiple vendors, not only involved custom IT work, but also remain largely one-off for that country as there would be little or no-reuse across countries.

Providing professional services, whether installation or support, across multiple solutions in different verticals could become a very expensive affair for any single entity, therefore the capability to involve Partners was essential to ensure adequate levels of service.

Solution

Cumulator is a no-code business platform from Digitize Things for seamless lifecycle management of multi-party offerings, facilitating effortless partner onboarding, multi-party order processing, flexible settlement, and simplified overlay interaction with existing systems. Ooredoo implemented a Cumulator-based solution to address these challenges by utilizing the following capabilities:

Bundle Composition: Enabled the creation of bundled IoT as-a-service offerings, combining products and services from multiple partners.

No-Code Environment: Empowered product managers to design and catalog new service packages directly within Cumulator.

Seamless Integration: Used Cumulator's integration framework and endpoint abstraction to avoid the need for point-to-point integrations while retaining full flexibility to change the underlying systems.

Automated Fulfillment: Automated the order fulfillment modelled in standard Business Process notion, which included the steps carried out by partners, such as device provisioning and service activation.

Subscription Management: Managed recurring services, including upgrades, downgrades, suspensions, resumptions and terminations.

Cumulator allowed product managers to conceive and model all parts of an IoT solution, such as application, connectivity plan, device**s,** and accessories. They were able to set pricing rules, promotions, and include T&C**s** from each party as applicable. Other stakeholders from finance, legal and operations were able to participate through the gates as defined in the workflow.

A completely specified offering could then be put in the catalog and made available for sale. Cumulator provides full CPQ (Configure, Price, and Quote) capabilities.

How Cumulator Helped

Enhanced Product Management: Aside from offering composition and pricing, Cumulator allowed Ooredoo to define the workflows for the quotation process with approval gates and artifacts.

Streamlined Order Processing: Ooredoo was able to define the workflow with steps to be followed for the partial as well as the entire fulfilment, once an order was placed Consistent user experience through single workflow across parties for order processing and fulfilment.

Integrated Billing: Cumulator's built-in capabilities for tracking charging and settlement with API-based integration with Ooredoo's billing system enabled single bill for customers. It also automated the settlement with partners.

Rapid Deployment: Provided self-registration capability for new partners to get onboarded and reduced time-to-market for new solutions.

Results, Return on Investment and Future Plans

Increased Revenue & Margin: Efficient implementation of IoT as-a-service provided both top line and bottom-line growth with significantly higher ARPU than pure connectivity offerings for IoT. Since Group is able to negotiate better rates from partners and baseline offering creation results in better margin.

Faster Go-to-Market: Reduced time for launching new IoT solutions from several months to a couple of weeks.

Operational Efficiency: Ooredoo OpCos have zero inventory to maintain as partners are responsible warehousing their respective products. Automated processes and reduced manual interventions, leading to cost savings and improved service delivery.

Expanded Service Portfolio: Enabled collaboration with local experts for professional services and support, leading to better customer experience.

By leveraging Cumulator, Ooredoo achieved unprecedented velocity in bringing IoT solutions to the market.