

HEXAWARE

Transforming
Global Telecom
Solutions with
Cloud Technology



Client

| Client

- Challenge
- Solution
- Benefits
- Summary

A Leading Global Telecom Provider

Our client, a top global telecommunications provider, served millions of subscribers across over a dozen countries, offering mobile services under various sub-brands. They recognized the growing demand for global telecom solutions that supported flexible and on-demand mobile data management and payment options for their diverse user base.



Challenge

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Enabling Flexible, Scalable Data Solutions for Telecom Customers

At the time of this project, mobile data plans remained limited in many regions, making data-hungry apps like Instagram, Snapchat, and Facebook a luxury for users. Our client recognized that its massive customer base—spanning multiple countries—desired greater flexibility in how they consumed data. To ensure scalable access to data services, they first needed an IT infrastructure that could support micropayments from millions of users, regardless of the day or time.

The challenge was to design a system that enabled users to scale their data up or down on demand—whether for an hour, a day, or a weekend—and to do so across multiple countries with varying sub-brands. In addition, the platform needed to support micropayment solutions capable of handling millions of transactions in real-time, without disruptions, customized by country.



Solution

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Challenge

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Building a Scalable Cloud-Based Payment Platform

Hexaware partnered with the client to develop a scalable payment platform for telecom that would support flexible data plans and on-demand service models. The solution was built on a cloud-based platform leveraging serverless cloud technology using AWS platforms. This architecture ensured seamless handling of micropayments across regions and supported the client's diverse markets with localized customization and scalability.

The core of the solution was to replace disparate payment systems across countries with a single, unified gateway capable of handling high volumes of transactions. This transformation was a key component of the client's digital transformation in telecom, enabling the company to deliver consistent, on-demand services to customers regardless of location or demand fluctuations.

Key components of the solution included:

- Serverless **cloud infrastructure** for scalability and reduced latency.
- A centralized payment gateway for consistent user experiences.
- Real-time customer insights for personalized service offerings.



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Transforming Customer Engagement and Telecom Revenue

The new cloud-based platform enhanced the ability to improve customer experience in mobile telecom services by providing users with a seamless, self-service experience. Customers were now able to scale their data use instantly, whether for quick social media updates or a weekend of video streaming.

Key Benefits:

- **Enhanced Customer Loyalty in Telecom with Personalized Services:** By leveraging customer data, the platform allowed tailored, location-specific data plans and usage, leading to increased customer satisfaction.
- **Higher Revenue and Less Abandoned Transactions:** The flexible, pay-as-you-go data model led to fewer cart abandonments and higher conversion rates, boosting revenue.
- **Improved Operational Efficiency:** With a unified cloud-based platform and serverless cloud infrastructure, the company could handle millions of transactions without service interruptions or performance issues.

- **Scalability to Support Global Demand:** The platform's ability to scale dynamically ensured that customers across multiple regions could enjoy the same seamless experience during peak periods or high-demand events.



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Future-Proofing Telecom Services with a Scalable Payment Platform

Hexaware’s innovative solution helped the client transition into the next phase of digital transformation in telecom by delivering a unified, scalable cloud-based platform capable of supporting millions of micropayment solutions. This transformation enabled the client to offer on-demand, personalized data services, which improved customer experience and enhanced customer loyalty.

The new infrastructure positioned the client to meet evolving market demands and better serve its diverse, global customer base. By offering more flexible data plans and harnessing the power of cloud technology, the company was ready for future growth, enabling long-term success in a highly competitive telecom market.



About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

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