CASE STUDY:

How Totogi helped Digitata offer dynamic pricing to the telecom industry

About Digitata

Digitata is the market leader in AI/ML based dynamic pricing of products and services for communication service providers (CSPs). Digitata's dynamic pricing platform, Vaitom, uses AI/ML techniques together with customer behavioural data to optimise the pricing of mobile voice, data and digital services to achieve CSPs specific strategic objectives which includes driving adoption of data and digital services, growing customer loyalty, protecting voice revenue, monetising and managing network capacity, accelerating adoption of 5G. Subscribers benefit through amazing customer experiences through personalised and cost effective mobile voice, data and digital services which enable them to be digitally connected. Find out more at **www.digitata.com**

The Challenge

Digitata needs to be agile and flexible to experiment with dynamic pricing use cases. While their main supplier for charging functions at the time was Ericsson, they also worked with various versions of Huawei, ZTE, Amdocs and some homegrown charging systems. These traditional charging engines require long integration projects and complex resource allocation to achieve common business tasks. Digitata was struggling, spending too much time battling with the integration hassles of legacy charging systems instead of focusing on their core business.

> *As a product business, the more time we spend on integration services means less time delivering customer value through innovation and product development.*

Richard Walton, CEO at Digitata.

Easy Integration

Digitata's successful integration with Totogi's Charging-as-a-Service resulted in an end-to-end software solution which allows Digitata to create dynamic, personalized offers for subscribers in real time, based on their needs, context and affordability. Digitata was able to purchase the service directly from AWS Marketplace in just a few clicks, with no procurement headaches.

Digitata integrated to Totogi's modern SaaS platform in less than half a day, as compared to six months or more with on-prem charging solutions.

Nico Kruger, Chief Technology Officer at Digitata said,

> *We quickly and easily integrated our system with Totogi, leveraging GraphQL for APIs, which reduced the overall burden. Until Totogi, the fastest integration we had made was 6 weeks with a small operator and longest was years.*

Richard Walton, CEO at Digitata commented.

Easy User Interface

Traditional charging systems are weighed down with a long time-to-market and dependency on IT resources. Launching a new plan requires a number of phases to be launched. Requirement document preparation, getting priority among other IT projects, waiting for the IT sprint to begin, waiting for analysis, and even development and test phases have to be brought into play before the plan goes into production.

Kruger emphasized long time-to-market issues: "When we work with legacy vendors like Ericsson and request new bundles, it takes six months to set up and deploy across multiple systems. Why can't we just create a bundle in a single system and then use an automated script or app that picks up the new plan and communicates with the charging system? That would be a massive time saving for us."

Unlike legacy vendor solutions, Totogi allows Digitata to launch plans in minutes using simple API calls to provision plans. This functionality means there is no need for additional system upgrades, customization or consulting. Totogi's Plan Design tool is part of Totogi Charging-as-a-Service, a multi-tenant, serverless charging solution that enables CSPs to launch plans without any IT development, using an easy-to-use interface.

Plan Design is designed by marketers for marketers and makes it simple to configure plans within minutes.

Kruger commented: "With Plan Design, it's pretty obvious how to create a plan. We easily understood the process without needing training or documentation. Plan Design is intuitive and that excites us. We've been able to start playing and see how everything connects together. It just makes so much sense."

Totogi is a multi-tenant SaaS platform with feature enhancements for all customers without needing to invest in upgrade projects. Walton said, "We usually spend a ton of time and resources on integration with the different versions of other charging systems, and it's always a nightmare and a challenge. Totogi standardizes one system across all customers. We've completed the integration with Totogi and it won't change when we go to another operator."

Results

Digitata was able to start delivering real-time offers within 24 hours of integration, and its customers now enjoy dynamic pricing with the instant launch of tailored plans for each unique subscriber. Because Digitata is now more agile and flexible, the business is more innovative, experimenting with different services – and it has empowered operators to change and adapt very quickly with better informed decision making. Subscribers benefit from superior customer experiences through personalised and cost-effective services while operators gain maximized ARPU and churn prevention which boost their growth.

Totogi envisions a future in which all telcos have moved all software to the public cloud. If you want to experience the power of Totogi Charging-as-a-Service like Digitata, visit **Totogi.com** for more information.