



Case Study
Telecommunications

Outgrowing the Monolith

Founded: 1960
Industry: Telecommunications
Employees: > 200,000

The company

One of the world's largest telecommunications companies, ranking in the top 100 of Fortune 500, is a provider of mobile and fixed phone telephone services in the United States. Since 2018, it is also the parent company of a mass media conglomerate, making it one of the world's largest media and entertainment companies in terms of revenue.

The challenge

This multi-billion dollar telecommunications company began innovating with online sales more than 15 years ago; purchasing the ATG commerce platform (later acquired by Oracle) to enable selling phones and wireless plans on their website. Over time, the company grew and had four main systems for selling and interacting with customers including point of sale, an online commerce platform, a customer service platform and in-store authorized resellers. Each system acted independently as a single point of contact and interaction with a customer.

Then in 2015, the company - like so many other telecommunications companies - saw content delivery as a growth opportunity and acquired a media company with millions of users. The strategy was to sell bundled services to the combined subscribers of both companies but unfortunately, none of the four systems of the parent brand could talk to the systems of the newly acquired firm. The monolithic commerce platform was