



Case Study Telecommunications and Media

Make more possible

Founded:	1960
Industry:	Telecommunications
Employees:	> 26,000 (Headquarter)

The company

Founded in 1960 with a single FM radio station, this telecommunications and media company is now the largest provider of wireless services in its region, as well as a leading cable company and a major player in broadcasting, publishing and sports entertainment.

The challenge

This large telecommunications provider serving approximately 10 million subscribers had implemented ATG (Oracle) to support their online sales efforts. As the nature of selling phones and wireless plans moved from retail to call center to online, and the number of mobile phone users ballooned in their region, the ATG (Oracle) commerce platform originally implemented to support online sales became evermore difficult to customize for new offers. It became increasingly unreliable with complete platform crashes during peak buying periods including Back-to-School and Black Friday/Cyber Monday.

The solution

It was 2018 and while online purchases were increasing at over 19% across the industry, this telco company had no omni-channel capabilities, nor could they launch consistent promotions, pricing or service across channels. Ultimately, the company decided to migrate from a monolith to a microservices based architecture and selected the commercetools API-based enterprise commerce platform. Together, the integration vendor,