

Telefónica Germany/O₂ Selects **MATRIXX Software**

A Case Study for Next-
Generation Monetization



Telefónica's Digital Ambition

First announced in 2018, **Digital4Growth*** is a sweeping transformation program to enable Telefónica to become Germany's mobile customer and digital champion. The program has three strategic objectives:



SIMPLER

Make customer interactions easier, more consistent and more intuitive across all channels



FASTER

Gain the ability to respond quicker in real-time to meet customer requests and expectations



BETTER

Across every touchpoint, offer a more personalized customer experience that is best-in-market

*Capital Market Day 2018

Telefónica's Strategic Selection Requirements

REQUIREMENT	DETAILS	MATRIX Digital Commerce
Next-Generation Platform Page 6	Configuration-only Out-of-the-box features Single platform for all service charging	
Cloud Native Architecture Page 7	CI/CD and microservices Uniform application architecture ACID-compliant in-memory database	
Self-Sufficient Operation Page 8	Configuration by Telefónica staff Reduce the need for CRs and SoWs Rapid time-to-market	
Lower Operating Costs Page 9	Efficient use of compute resources State-of-the-art tools Seamless upgrades and elastic scaling	
5G Ready Now Page 10	Single platform for 4G and 5G charging Full support of 3GPP standards for 5G SA/NSA Common subscriber database	

Why Telefónica Chose MATRIXX

Purpose-built to deliver the performance of a network function and the configurability of an IT application. In POC trials against multiple vendors, MATRIXX Digital Commerce proved itself to be the best charging platform on the market.

Simpler. Faster. Better.

Ambitious Technology Vision

“We are creating a new, lean IT architecture with less complexity and more efficient digital processes.”

MALLIK RAO

CTIO, TELEFÓNICA GERMANY/O₂



OBJECTIVE

Consolidate six legacy IT silos into two new digital stacks, one each for consumer and business customers.*



Next-Generation Platform

Telefónica required a product-based solution to standardize service charging across 4G, 5G and fixed. They chose MATRIXX to simplify operations, eliminate inconsistencies and accelerate time-to-market.



Single monetization platform, charging plus commerce



API-first design, easy to integrate



Rich set of use cases, out-of-the-box

STRATEGY

Embrace cloud native applications to improve flexibility & scalability while accelerating product development*.



Cloud Native Architecture

Telefónica required a solution capable of supporting future digital services, running at web scale with the resilience to handle tomorrow's challenges. They selected MATRIXX because our cloud native claims matched our real-world performance.



CI/CD support and automated pricing updates



Flexible deployment options



Isolated stateful components, fully available all-mastered database

KPI

Increase business agility and reduce time-to-market by 50% by replacing customization with a configuration-only approach.*



Self-Sufficient Operation

To meet their KPIs, Telefónica wanted a GUI-based configuration capability to replace their legacy change request model. They chose MATRIXX to gain the freedom to innovate, experiment and launch products quickly.



No-code pricing configuration



Seamless upgrades



Self-sufficient operation

KPI

“Increased efficiency will reduce the cost of running our IT applications by up to 30 percent.”*

MALLIK RAO

CTIO, TELEFÓNICA
GERMANY/O₂



Lower Operating Costs

To successfully reduce costs, Telefónica needs the capability to harness the agility made possible by REST APIs, microservices and container orchestration. Together with MATRIXX, they will be able to cost-effectively scale on-demand.



Eliminate customization costs



Predictable low latency, real-time performance

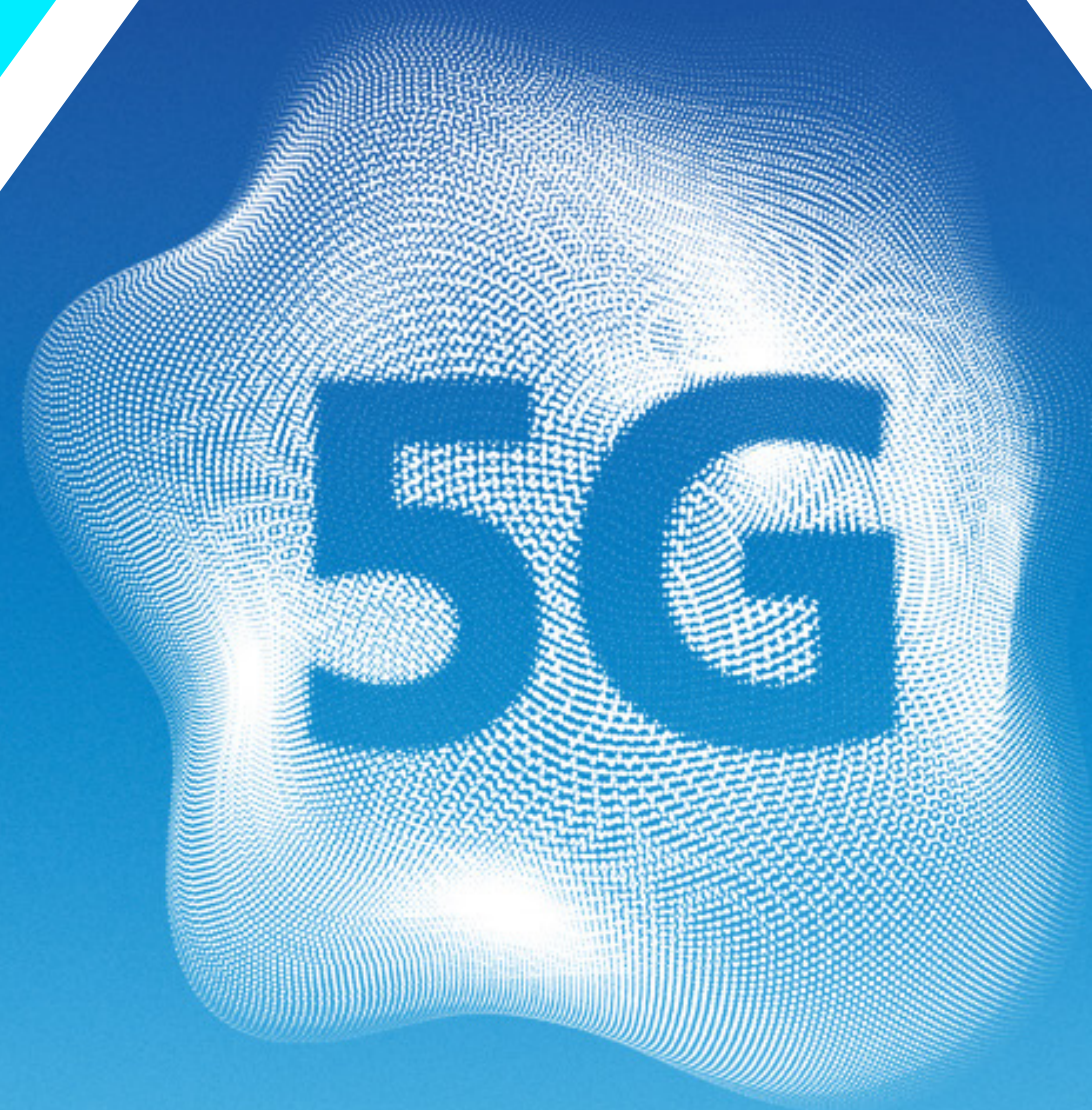


35% lower overall TCO

STRATEGIC GOAL

“We wanted a modern, configurable, cloud native capability for our future standalone 5G network.”*

MALLIK RAO
CTIO, TELEFÓNICA
GERMANY/O₂



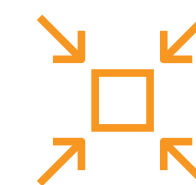
5G Ready Now



To deliver on its simpler, faster, better vision requires a flexible platform capable of supporting the exploration and execution of new monetization models for Consumer, Enterprise and IoT services. MATRIXX Digital Commerce is that platform.



Active participant in driving 3GPP charging standards



Proven interoperability with multi-vendor 5G SA network elements



Support any use case, including network slicing, B2B2X and dynamic pricing

5G Leaders Lead with **MATRIXX**

matrixx.com

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