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Digitising telecoms

The telecommunications (telecoms) industry is facing a rapidly transforming business model as technological and regulatory changes are impacting operators. Digital is now an enabler of social communication and entertainment. Today social media is the primary platform for consumers to stay in touch and engage in customer service.

Radical approaches are required to countenance a hyperconnected world, new competitors and changing consumers expectations.

As digital customers continue to rapidly expand, with digital platforms the foremost means of communicating, so telecoms operators will require innovative business models and technologies to remain competitive.

BBD has nearly 20 years of experience working alongside leading telecoms giants.

In the race to win customer loyalty and mindshare, telecommunication operators will need to deploy features and tools that ensure they can keep current customers, while winning new ones.

BBD can assist with the rapid pace of technological change, enabling our telecoms clients to move away from traditional thinking towards an innovative business model.

| Mobile operator billing system

BBD implemented a mission critical system to manage the client's accounts, after an international system was found to be lacking in features required to meet the South African market needs.

The report viewing and archiving solution allows users to view large computer-generated reports online. Built around an entity-based data structure with unlimited data, the integrated accounting, reconciliation and stock control system is geared towards providing a highly flexible itemised billing solution. This accommodated complex billing structures within the corporate and retail cellular provider market.

The solution was built on open standards, in a modular and independent manner, ensuring a system that is easy to maintain, update and integrate. The system includes customer information, accounting, age analysis, debtor analysis, stock control, network integration, itemised billing analysis, flexible tariffs and archive integration modules.

After successful implementation, the system processes an average of 13 million transactions a day, with 1 200 concurrent users on the system.

| Award-winning mobile app development

BBD partnered with a large African mobile communications company to develop an innovative mobile app that meets the ever-changing needs of their customers. This app went on to win the Best Mobile App in Africa award at the Digital Impact Awards for three consecutive years.

As smart phones have advanced, developing apps to meet the customer's expectations has become more challenging. Therefore, BBD ensures that the team releases a new update every few weeks – improving the app's stability, and adding features useful to its users, who also have the ability to automatically update the app in the background while still using it.

Utilising our distributed team in India, we use an Agile development approach and invest heavily in technology, while making use of modern design patterns to quickly deliver and overcome the challenges in the digital landscape.

The app is available for both Android and iOS devices, as well as Samsung's Tizen operating system, with BBD striving to provide enhanced functionality, ease of use and speed with each new version launch.

| Client relationship management (CRM) systems

BBD partnered with a wireless internet service provider to develop their web-based front-end CRM system. A small BBD team delivered the system in very short timeframes, implementing and migrating the clients' old data.

Following the CRM system, we provided the API for third party service providers to externally resell the client's products. Thereafter, we created a Java application dashboard for their USB modems, which showed bandwidth usage and signal strength.

Our successful delivery of the fully functional system in such a short timeframe, resulted in a low total cost of ownership.

| Cloud solutions for a telecoms giant

Leveraging our nearly 20 year partnership with a telecoms giant, BBD assisted them with their digital transformation. We are leading their shift to cloud-based technologies with large digital rollouts.

BBD established and maintained a private cloud environment for our client, which will ultimately be moved and hosted on public cloud platforms. Services entailed the migration of an old monolithic online platform onto cloud-based technologies. The platform is hosted on a private cloud environment using Kubernetes as the container orchestration platform and Docker containers. The transformation included the establishment of a CI/CD stack, as well as development standards to be used by a team of 100+ resources, covering all aspects of the software engineering process.

The new delivery onto the digital platform solution is done using the established platform. This platform will be utilised as reference architecture for the rollout of cloud based technologies into the wider organisation.

Telecommunication companies are leveraging the hyperconnected world in dramatic new functions, providing new services to consumers. There is more data available, more broadband access and virtual service delivery possible. Companies that see these drivers as crucial will be best positioned for future success.

While no industry is immune to digital transformation, telecommunications has long been viewed as a sector that would, and will continue to, experience massive disruption.

| BBD at a glance

950+

IT professionals with deep expertise



An international software firm

37+

Years in business



Diverse industry knowledge



Collaborative approach

