

# European Telecom Slashes OPEX by 75% with UNO

Learn how UNO optimized operations for enhanced efficiency and performance

The customer is a telecommunications company providing services using the **Mobile Virtual Network Operator (MVNO)** business model in the United Kingdom, France, Denmark, the Netherlands, Germany, Saudi Arabia, Spain, Switzerland and Australia.

## Low Lights

- » Siloed Short Message Service Center (SMSC) deployments across various MVNOs
- » Longer delays in initiating SMSC services
- » High OPEX with delayed monetization
- » Poor capacity management

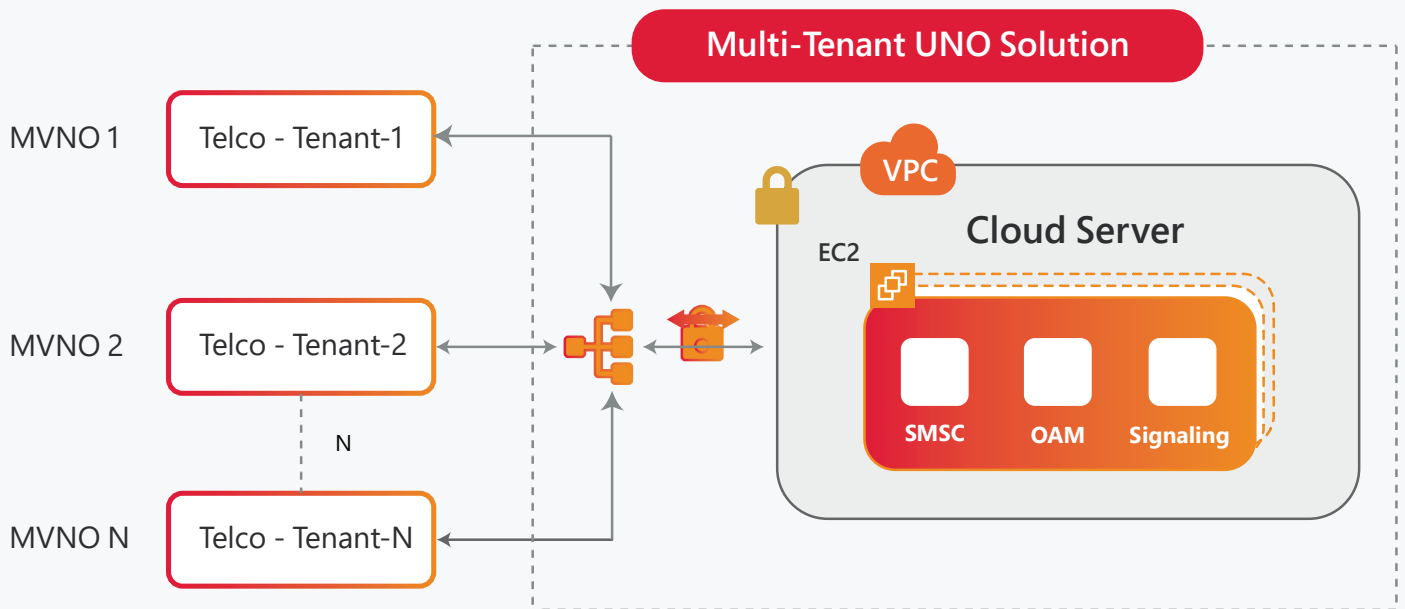
The complex messaging infrastructure resulted in high operational costs, especially when setting up systems for new MVNOs. Delays were frequent in launching SMSC services due to the absence of a cloud setup. Poor capacity management led to revenue loss and operational bottlenecks.

## Solution





- » Cloud based consolidated messaging infrastructure with **Multi-Tenant architecture**
- » Optimized **capacity management** across different geographies
- » **One-time SMSC launch** support to optimize operations
- » **Lawful interception** support as per EU guidelines

Comviva deployed UNO, a **cloud-native communication platform** offering services for SMS, USSD, and MMS channels across 2G to 5G. An array of business specific services like firewall (AI/ML), low code platform (LEAP), and A2P monetization can be integrated with UNO across any channel to help the TelCo with cloud deployments for SMS services.

UNO consolidated messaging infrastructure of multiple MVNOs through the use of multi-tenanted architecture, which provides logically separate space to all MVNOs over a shared database.



## Impact

-  Reduced Transaction Per Second (TPS) requirement by 30%
-  ~ 60% reduction in TAT for launching SMS services.
-  Reduction in hardware resource requirements by 75%
-  Significant reduction in OPEX

One-time physical setup installation for multiple MVNOs reduced deployment cycles from months to days, lowering installation costs and eliminating dependencies on multiple siloed systems.

This resulted in a better ROI for the telecom company and improved operational efficiencies, efficiently distributing TPS across different geographical regions based on MVNO business hours.