



CASE STUDY / HIGH TECH

Telecommunications Company Modernizes its Digital Platform to Meet Customer Demands

Softtek's Services Helped the Client Optimize its IT Infrastructure and Applications, Allowing it to Increase Revenue from its Prepaid Business.



About the customer

One of the largest wireless network operators in the United States.



\$40 B+
in revenue.



8M+
subscribers.



4,000+
Stores.



28,000+
employees.



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Business challenges

To accelerate new sales in the short-term and enhance user experience to reduce customer churn, the client needed to make improvements to the company website.

1

Expedite time to market for new products and services.

2

Reduce costs related to business operations.

3

Higher churn rates due to the lack of agility implementing marketing initiatives.

4

Migrate to a platform that enables new functionalities in a fast and easy manner.

5

Lack of coordination between different IT and business units.



How Softtek comes into play

With Softtek's IT optimization services, the client's infrastructure immediately presented high availability levels, performance improvement and increased security. Additionally, through our monitoring solutions, the client can detect failures and security breaches.

Developed innovative customer experience

strategies to decrease churn and attract new clients.

Implemented an automation-first focus that reflects constant savings for the client.

Optimized cloud platform operation to partner with AWS and fulfill business needs.

Designed, built, and implemented digital platforms to provide an effective customer experience.

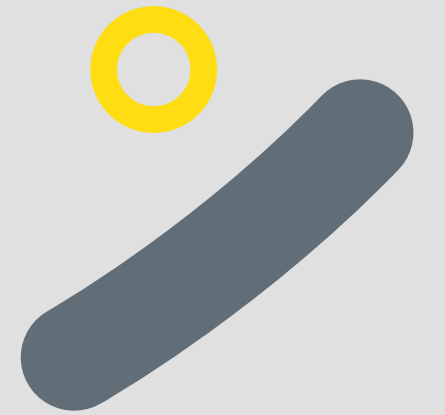


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Business impact



Infrastructure
downtime reduced
to zero.



99.9% platform
availability allows
for **production
deployment time
of 12 minutes** per
iteration.



**25% customer
database growth**
and a vital
decrease in churn
rates.



**10% savings
on cloud
infrastructure
related costs.**



IT operations
cost reduction.



ABOUT SOFTEK

Founded in 1982, Softtek is a global company and the largest provider of IT services from Latin America. With a broad portfolio of business-transforming products and solutions, Softtek helps Global 2000 organizations evolve their digital capabilities constantly and seamlessly, from ideation and development to execution.

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