

CriticalRiver's Digital Transformation Powered Infrastructure Management Platform Empowers A UAE Based World-Renowned Telecom Company Improve Efficiency and Governance to Manifold Levels



The Customer, largest telecom provider in the Middle East and world-renowned telecom company, operates in 15 Middle East, African and Asian Countries, with thousands of employees working and revenue running into several billion dollars.

The rapid mobile penetration, massive users' growth and the emergence of our customer as the largest telecom provider has propelled it to transform and modernize its digital assets with cutting-edge, emerging technologies to offer quick, easy and superior services to the customers.

CriticalRiver was engaged to help the customer with digital transformation and build web portals that are engaging with rich user experience and to enable customers access customer new promotions, products and services quickly and easily.

As a part of the solution, CriticalRiver:

- Implemented SDL Tridion enterprise-level web content management system with robust infrastructure and management platform
- Seamlessly integrated SDL Tridion CMS with infrastructure management platform to ensure content dissemination is hassle-free
- SDL Tridion is enabled with 16 content delivery services, 4 apache web servers and 4 CMS servers to ensure real-time data recovery
- Deployed Oracle 12C, R2 RAC database with streams replication with zero downtime
- Designed, developed and deployed 14 web portals and integrated with the core platform
- The platform is built to be robust, scalable and rigorous enough to sustain hundreds of millions of concurrent users

Benefits

- Empowered customer to offer new offers, promotions, and products quickly and easily
- Rich, engaging user experience meant an increase in conversions and subscribers
- Enabled customer with user-friendly dashboards to quickly update the platform with new data/information, virtually in real-time
- Improved efficiency and increased productivity among all internal and external stakeholders
- Tracking, analyzing, and reporting customers' digital journey made simpler to make informed decisions
- Market agility, and flexible delivery network ensured faster time-to-market, and remain competitive

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Industry: Telecom

Solution Components:

- SDL Tridion Web 8, CMS servers (4)
- SDL Tridion Web 8, Content Delivery servers (16)
- Apache web servers (4)
- Oracle Database 12c R2 RAC