Beyond Now.

adamo

Customer Success Story

Making Fiber a Success: Adamo triples Subscribers with Beyond Now

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Executive Summary

To cater for the growing demand for fibre services in rural areas, Adamo needed an enterprise grade BSS solution that would help them scale, reduce operational risk, maximize automation and accelerate the expansion of innovative digital offerings, including mobile and TV services.

By implementing Beyond Now SaaS BSS, advanced analytics, Data Lake and Wave AI use cases, Adamo was able to modernize its BSS environment and accelerate significant growth. Since implementation, Adamo has increased its subscriber base by 237%, adding 297,500 new customer services in a highly competitive market for telecoms services, and reached a new speed to market time of 2 days for new offers and services.

What our customer has to say

" Our relationship with Beyond Now has been critical to delivering on our strategy to strengthen connectivity and internet coverage across rural Spain.

Carlos Moreno, CTO, Adamo

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The Outcome

Go live in just 9 months
with agile delivery

Reduced time to market
from weeks to days

Dynamic product catalog

Expanded portfolio
of services from fiber and connectivity to mobile, TV and OTT

Offering high speed connectivity
in 600 municipalities in Spain

Improved efficiency through analysis with

Data Lake and Wave AI

237%
increase to subscriber base

297,5k
new customer services added

30%
reduction of revenue to OPEX ratio

> "The Beyond Now team helped us integrate next generation technologies like Analytics, Data Lake and AI into our IT environment. Our fast growth is testament to the enhanced agility we now benefit from, which enables us to address dynamic customer needs for competitive mobile, TV and OTT services in addition to our traditional fixed broadband offer."

Carlos Moreno, CTO, Adamo

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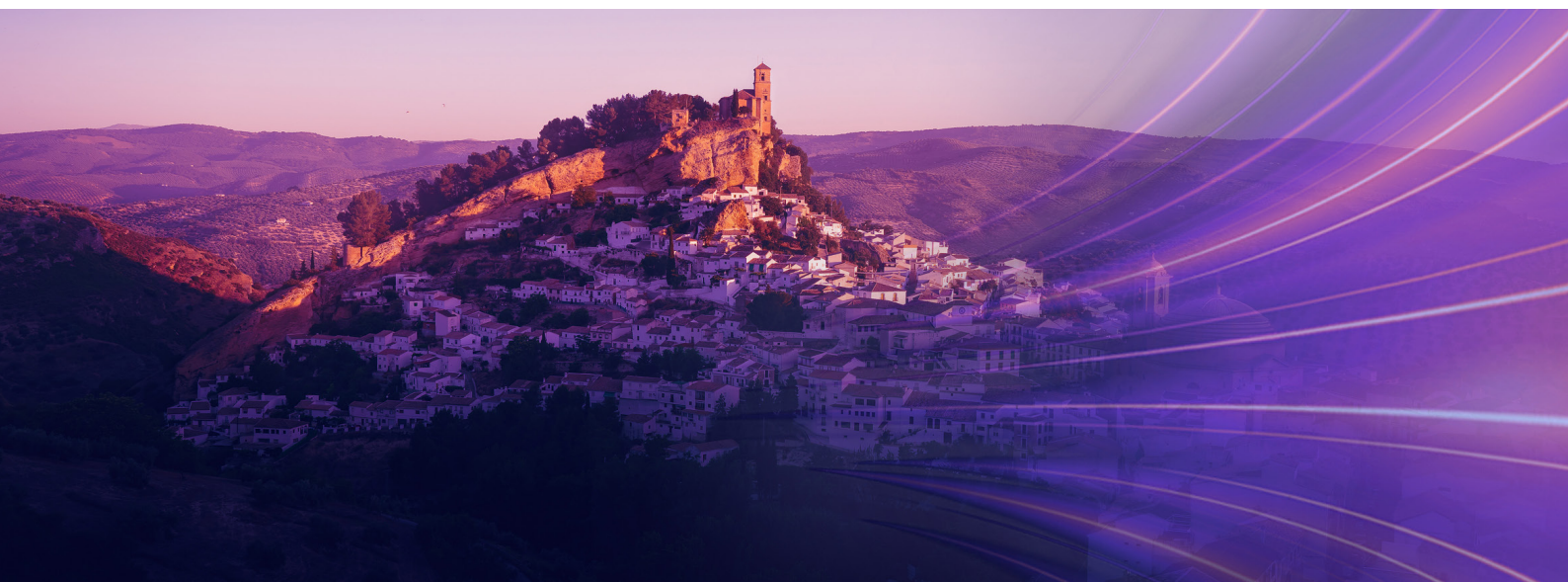Beyond Now.

The Solution

Beyond Now SaaS BSS, a cloud-native, flexible solution with microservice architecture, was selected as Adamo's core enablement platform, with functionalities to automate selling, monetization and support processes, reduce manual tasks and subsequently accelerate service delivery times.

Watch Maxim Triay, Head of Retail and Wholesale Systems at Adamo, share his experience on how Beyond Now helped Adamo's growth.

Its event-driven platform architecture, Open APIs and agile delivery allowed for seamless integration into Adamo's incumbent systems. It also operates on a pay-as-you-grow model, which kept the solution cost-efficient and scalable, supporting Adamo's lean operation strategy.

The BSS platform fully automates key processes end-to-end, from concept-to-cash, including billing, charging, product catalog, order fulfilment and management, service activation and customer management. The automation capabilities of this complete suite BSS helped Adamo to reduce time to market for new products and services, from idea to launch, taking as little as 2 days.

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Key Business Benefits

Working with Beyond Now SaaS BSS yielded the following benefits for Adamo:

1

Rapid growth

With low upfront costs, and a pay-as-you-grow model, Beyond Now's BSS solution gave Adamo the capability to scale fast. Taking advantage of the operational agility provided by Beyond Now's BSS solution Adamo reached its goal of extending connectivity to rural areas and accelerate the expansion of innovative digital offerings. **The telco increased its subscriber base by 237%, adding 297,500 new customer services** in a highly competitive market for telecoms services.

2

Simple monetization

The SaaS BSS multi-channel product catalog and APIs provided by Beyond Now let Adamo digitize offerings through its own digital shop front. **The platform provides a central place for Adamo to monetize all of its B2C offerings,** whether Adamo is acting as a mobile reseller or selling its own internet connectivity and bundling add-ons, such as TV, into one solution. Beyond Now's SaaS BSS also allowed Adamo to launch innovative offerings like Second Home Pay-as-You-Go, enabling full customer self-serve capabilities.

3

Cost and overhead reduction

Migrating to a cloud-based billing functionality has helped simplify Adamo's processes, improve reliability and reduce overheads. Beyond Now's cost-efficient SaaS BSS is a scalable solution to support Adamo's low-cost strategy. With Beyond Now's BSS platform, Adamo was able to **lower revenue to OPEX ratio by 30%.**

Beyond Now's Product Configuration as-a-Service provides dedicated technical expertise for Adamo, designing, configuring and testing their product requirements on a weekly basis. This partnership between Adamo and Beyond Now helps the operator maintain a higher quality, well-structured and resilient product catalog, allowing them to respond faster to market requirements.

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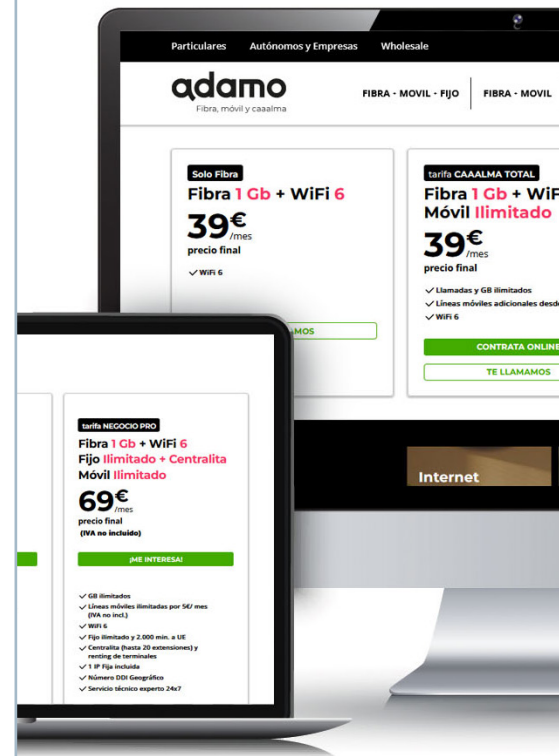
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Automation, AI-driven insights and operational efficiency

Adamo leverages the SaaS BSS analytics capability to drive revenue assurance and billing insights, to gain greater visibility and awareness of process functions, saving time and costs.

Adamo is also one of the first customers to use Beyond Now's Wave AI Suite, benefiting from its anomaly detection to ensure operational effectiveness across orders, billing, and support services. This reduces time spent on manually resolving issues for an erroneous order or service through quick identification of a potential root cause with a proposed action for resolution. The analytics capability also helps to proactively identify trends and risks that, if not addressed, could become an issue in future.

Beyond Now's BSS solution runs on AWS to provide agility and auto-scaling capabilities. Beyond Now also has fortnightly SaaS release cycles, which allow Adamo to benefit from the most up-to-date feature sets and continuously adopt them into their business operations.

Using Data Lake capabilities to export relevant data daily, Adamo can import data into their analysis tools to improve business efficiency. The increased automation capabilities enabled by Beyond Now's SaaS BSS and let Adamo to focus on the business and customer experience.

5

Accelerated time-to-market of new digital services and solutions

The innovative SaaS BSS platform enables the rapid monetization of next-generation FTTH digital service bundles. This accommodates Adamo's rapid growth and is helping the operator reach and exceed its goal to deliver digital service bundles across Spain, including next-generation fiber, mobile, landline and TV services.

The flexible, dynamic product catalog allows Adamo to bundle and frequently launch new market offerings, helping keep costs low, and helping Adamo reach a new speed to market time of 2 days.

For information on Beyond Now BSS Plus, click here
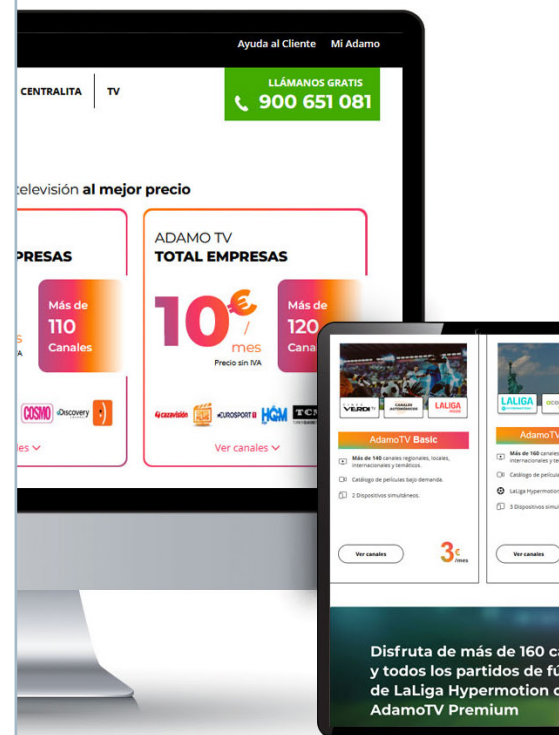
Want to try Beyond Now SaaS BSS? <u>Book a demo</u>

About Adamo

Adamo is a Barcelona-based CSP and a fast-growing challenger in the Spanish fixed telecommunication market. The company has a highly dedicated customer focus and provides high-quality and high-capacity services at competitive prices. It is the fastest growing and #1 open access rural FTTH platform in Spain with a unique nationwide footprint covering 3 million homes and providing fixed broadband and mobile services to approximately 250,000 retail and wholesale subscribers. Adamo has a highly dedicated customer focus and provides high-quality and high-capacity services at competitive prices. The company currently employs over 300 people and is headquartered in Barcelona, Spain.

About Beyond Now

Beyond Now is a fast-growing, AI-powered ecosystem orchestration and digital platform provider, helping organizations harness technology and partner ecosystems as an engine for growth – providing them with the best SaaS platforms, making it easier and faster for them, their partners and their customers, to seamlessly collaborate, innovate, create, sell, fulfil, monetize and manage technology solutions, at scale. Its portfolio includes Digital Business Platform, Digital Marketplace and BSS (Business Support System), delivered as SaaS (Software as a-service), built on its award-winning Infonova software, and powered by the Wave AI Suite. The platforms are designed to help communications and technology providers (CSPs) experiment, monetize and orchestrate technology-based solutions, utilizing 5G, Cloud, Edge, AI and more; bringing them closer to their customers, helping them to drive higher efficiency and automation.

Beyond Now serves customers across the globe, including Verizon, NTT, TELUS, BT, AWS, TELIA, Deutsche Telekom, Tata Communications, Lyse and A1, spanning different industries from telecommunications, media and entertainment, to IT and technology, financial, and automotive. It actively promotes industry collaboration through strategic partnerships with companies like AWS, Google, Microsoft, Accenture, NTT DATA and more, ensuring optimum flexibility and versatility to meet customers' changing needs.

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