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IMPLEMENTATION

CASE STUDY

Jawwy Architecture Evolution

Implementing a Digital-first Architecture for continuous evolution

Jawwy, a Digital-first Telco Operator in the Middle East, in partnership with Celfocus, developed a modern architecture to support assisted and non-assisted channels. This architecture empowered Jawwy to build new business models that maximise business agility and autonomy, increase reusability, and expand the business footprint.

The modern stack attracted new customers, creating a positive impact within the STC Group, and being used as an example of service lifecycle management and future digital transformations.
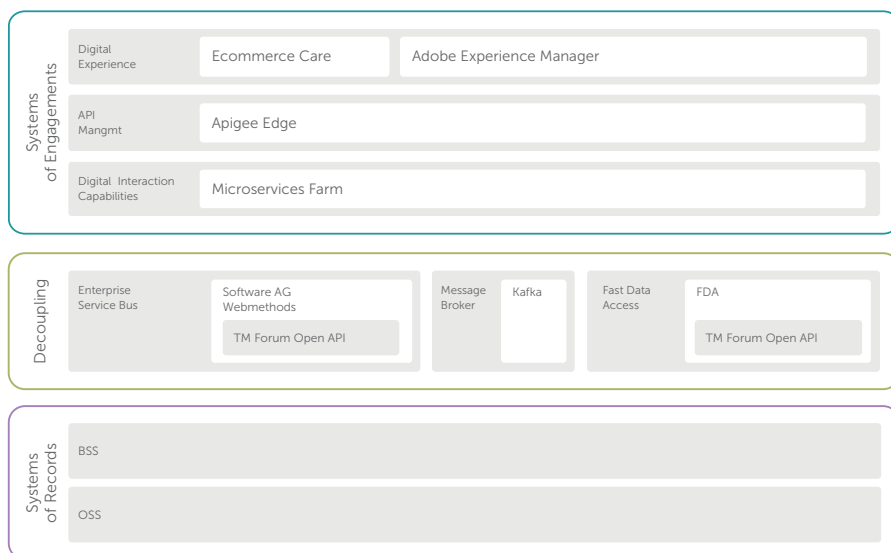
CHALLENGE

Jawwy wanted to implement a digital transformation program to provide new capabilities to Business, enriching product offers autonomously with content and reducing support costs without compromising service quality.

The main challenge was to break the Telco's siloed, monolithic architecture and replace it with a digital architecture that could enable rapid innovation, seamless third-party integration, and flexible scaling of services – all while ensuring an uninterrupted, superior customer experience.

SOLUTION

Jawwy initiated a complete digital transformation program, supported by Celfocus, that brought its experience in driving revolutionary digital transformations centered on a digital-first architecture. Agility, scalability, and customer-centricity are core principles of the solution and its operational model.

Jawwy took a human-centric approach to design services and experiences, allowing customers to personalise, monitor, and manage their plans in real time. Pricing and offers were simplified, minimising waste and maximising value for customers, representing an innovative experience in Telecommunications in the region.

BENEFITS

The project was transformative for Jawwy, yielding positive outcomes in the efficiency, adaptability, and resilience of the system. This strategic architecture ensures standards compliance, fosters continuous innovation, and stands resilient in the face of evolving challenges.

- Reduced Time-to-Market /Lead Time
- Better Customer Experience
- Business Growth & Scalability
- Automation & Operational Efficiency
- Revenue Growth
- Data-Driven Decision Making

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