

CASE STUDY

Major U.S. Telecom Modernizes Its Applications and Data Services and Projects Recurring \$15M Savings



# Background

A major North American telecommunications company needed to update its aging legacy applications and data infrastructure. However, with the new hardware, software, and licensing for the myriad systems required, not to mention the multiple vendors involved, it was looking at a prohibitive capital investment. By instead using K2view Fabric as a data overlay to its existing systems, the company was able to reorganize its data around key business entities while improving overallperformance, which provided:

### Quick facts

Industry: Media & Communications Use Case: Digital Transformation Products: K2view Fabric

- Updated processes and applications that require 80% fewer cores
- Modern data access using a micro-services approach
- Encrypted data stored in individual micro-databases, increasing security
- A projected \$15 million cost savings every three to five years

## Escalating Costs for Updating Legacy Hardware, Software, and Licenses

The telecommunications company data infrastructure and processes were outdated, and its legacy systems hadn't been reviewed for redundancy in the past 10 years. Its process to update its existing platform was cumbersome and costly, requiring multiple vendors every three to five years.

It needed to modernize their applications, infrastructure, and data services layer to a platform that would provide more agility, security, redundancy, and higher performance, without the rising costs of hardware, software, and recurring multiple-vendor projects. data. However, with eight siloed legacy systems, the company was looking at a lengthy, capital-intense, modernization effort.

With K2view Fabric, the telecom modernized its applications and data service layers using a micro-services approach, improved performance and security, and realized a significant cost savings.

# K2view Provides Modernized Micro-Services and Data Service Layer

The company used K2view Fabric to reorganize its data around key business entities, using K2view Fabric as a data overlay to legacy systems. It was then able to update its legacy applications to access this data using micro-services. Data was stored and secured in individually encrypted micro-databases, and K2view Fabric RESTful services replaced real-time interfaces within the client applications.

The K2view solution is secure and agile and runs on 80% fewer cores, eliminating the need for additional hardware, software license, and vendors project—all resulting in significant cost savings.



K2view provides an operational data fabric dedicated to making every customer experience personalized and profitable.

The K2view platform continually ingests all customer data from all systems, enriches it with real-time insights, and transforms it into a patented Micro-Database<sup>™</sup> - one for every customer. To maximize performance, scale, and security, every micro-DB is compressed and individually encrypted. It is then delivered in milliseconds to fuel quick, effective, and pleasing customer interactions.

Global 2000 companies – including Vodafone, Sky, and Hertz – deploy K2view in weeks to deliver outstanding multi-channel customer service, minimize churn, achieve hyper-segmentation, and assure data compliance.

### Increased Data Speed, Agility, and Security, With Significant Cost Savings

With K2view Fabric as a data overlay, the telecommunications company no longer needs to upgrade its hardware, software platforms, and vendor licenses every few years. This solution has improved speed to market and performance and, thanks to individually encrypted microdatabases, has increased overall data security. The company projects it will realize a recurring cost savings of over \$15 million every three to five years.

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