

Vodafone Romania

Projects

Skylon

Triple Play Campaigns – Xmas & Black Friday
Reward for Partners

The background is a solid red color. Overlaid on this are several large, overlapping circles in various shades of red, creating a layered, organic effect. In the bottom left corner, the word "Skylon" is written in a white, bold, sans-serif font. Below the text, there is a thin horizontal line that starts with a small blue segment on the left and transitions into a white segment for the rest of its length.

Skylon



Company description

Vodafone Romania is the company that implemented the first GSM network in Romania, in April 1997, and the first operator to launch 3G services on the Romanian market, in April 2005, and then the higher level of performance, HSDPA - 3G broadband. Also, Vodafone is the operator that launched the first 4G mobile data network in Romania, in October 2012. Today, Vodafone has over 10 million subscribers in Romania, making them one of the top 3 operators on the local market.



Project description

In all countries it operates, Vodafone has started to separate its data-coverage tower infrastructure to a new entity, transferring its physical towers to a new company (called Vantage Towers). This transfer includes access and integration to and of all applications like support, networking, HR etc.

Cegeka had to manage and ensure that

- Legal streams are up to date
- 20 networking applications are properly segregated (ex. ticketing, alerts on towers, scaling)
- The 2 entities benefit from a seamless application integration
- Legal modifications are followed instantly





Challenges

- Handling a project with a lot of streams and applications
- Integration of all streams synchronizing timelines, budgets, resources etc.
- Calibration of business expectations with the IT department
- Understanding business constraints, responding to them promptly



Team setup

With a total team of 60 people set to work for this project. Cegeka helped with resources around Project Management and Business Analysis.

Types of activities

Agile implementation, project management, business analysis.



Architecture and technology

Main technologies

MySQL, ESqL, IIB 10 (IBM integration bus), ORACLE database, Red Hat Enterprise Linux Server, Informatica Power Tool).

Triple Play Campaigns Xmas & Black Friday



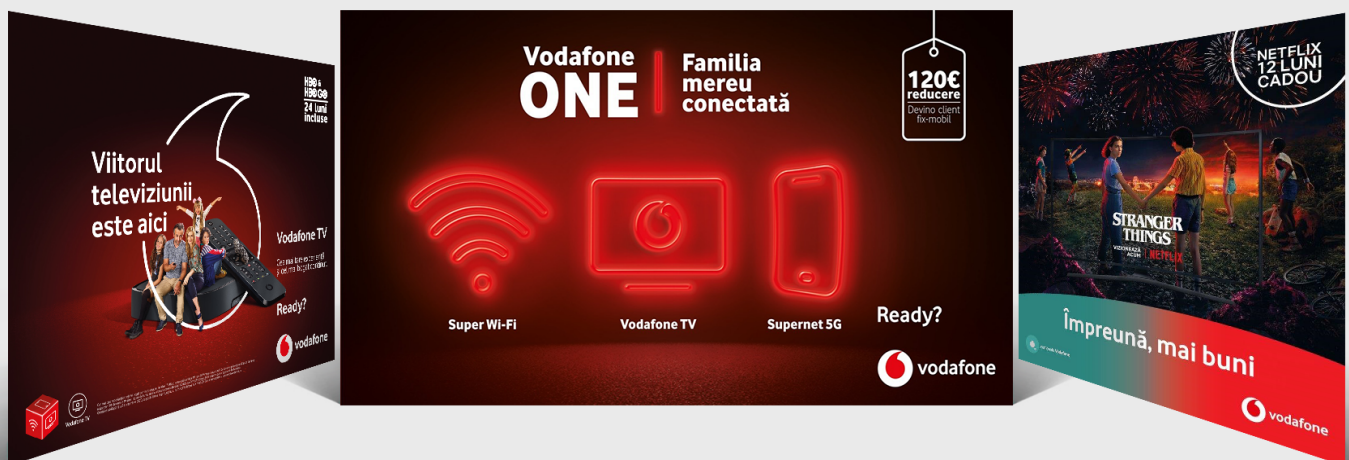
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Project description

Vodafone Romania created a special Christmas campaign (Xmas Vodafone) for its subscribers, offering them special prices and packages for the leading internet entertainment service Netflix. For this campaign, Cegeka developed a new and easy to use sales/e-commerce platform, where customers can buy the product or specific offer.





Challenges

- Hard deadlines (can't move Christmas).
- Change requests to improve customer experience
- A B2C platform, with a large number of users
- Multiple integrations, for a streamlined purchasing experience.



Results

- Cegeka developed from A to Z a fully functional and user friendly sales platform for their subscribers to use and buy special Christmas packages from Netflix.
- Meeting the Netflix sales targets set for the campaign



Team setup

Cegeka deployed 2 Developers and 1 Project Manager.

Types of activities

Software development, software testing.



Architecture and technology

Methodology

API

Main technologies

SOAP, IIB (IBM integration bus), ESB (Enterprise service bus).

Reward for Partners



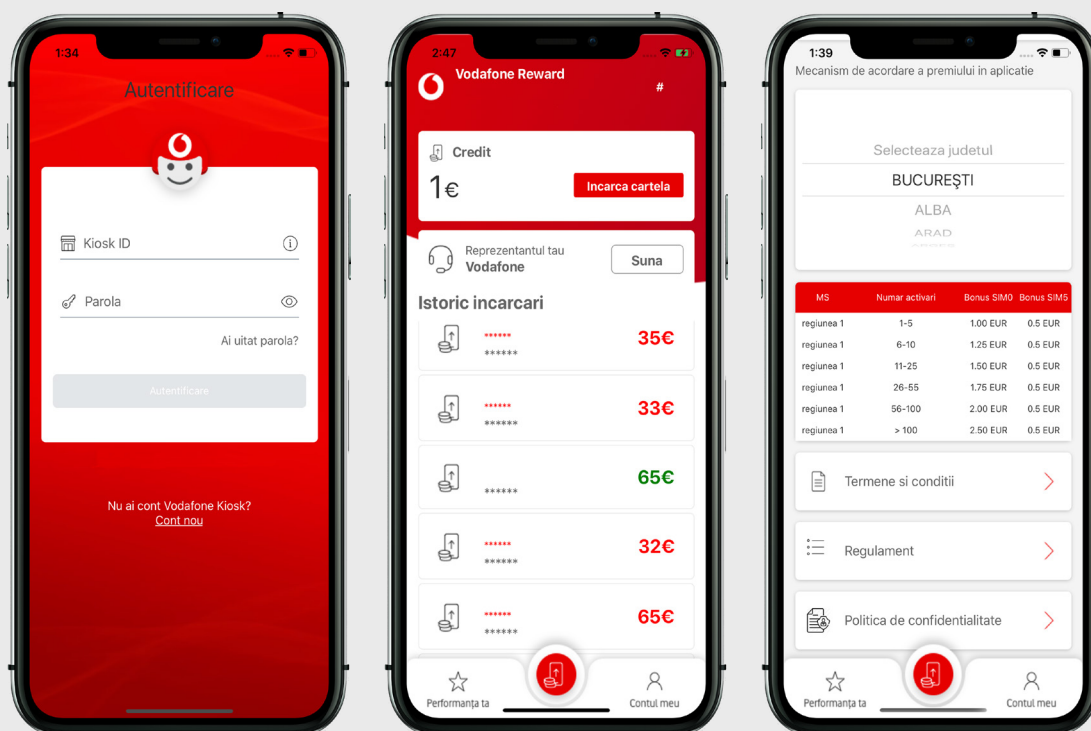
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Project description

“Vodafone Reward for Partners” is the latest mobile application developed by Cegeka’s team for Vodafone Romania. The app is dedicated for stores/kiosks that sell and top-up Vodafone numbers and cards. Each card purchased from the store and activated by the customer brings the seller benefits in the Vodafone Reward application. The more cards you sell, the more benefits you get.





Challenges

- Cegeka's team actively contributed to the transition of development methodologies from Waterfall to Agile, in close cooperation with the Vodafone team.
- Executing a clean and easy to use interface for the mobile application
- Facilitating application adoption on the part of re-sellers.



Results

- Vodafone's application, developed by Cegeka, is used by corner shops across the country, with significant increase in sales for top-ups in the Vodafone Romania network
- Most of the initial test-box of corner shop owners decided to keep the application going forward
- With an Agile development and deployment methodology in place, the time to resolve any signalled bugs decreased exponentially.



Team setup

Cegeka deployed a team of 2 developers (frontend & backend), 1 architect and 1 Project Manager.

Types of activities

Software development (Android & iOS).



Architecture and technology

Methodology

Agile

Main technologies

React, Java with spring-boot, Git, Jenkins, Redux-thunk and Redux-saga.