

CASE STUDY:

How Bitflux tested Totogi Charging-as-a-Service in two weeks and launched plans in five minutes

Background

Bitflux Communications Limited offers innovative 4G Broadband Services on a state-of-the-art LTE Network in Nigeria. It is focused on helping service providers scale nationwide. Bitflux is pursuing significant growth both in wholesale and retail businesses by transforming its customer charging capabilities, launching new products, and entering new markets.

Bitflux took a strategic decision to launch an MVNE and offer white label services to new mobile operators. It wanted to enrich its product portfolio, which only supported mobile broadband offers at the time. Bitflux believed in the power of the public cloud, to enable advanced functionality and unique customer insights, alongside huge cost reductions.

The Challenge

Bitflux needed to be more agile in the market so it could build more flexible, innovative products. These would support both its retail brand and its MVNE clients. Bitflux's existing charging engine was accruing high running costs and required cumbersome and resource-intensive management and maintenance. It was also unable to support voice offerings, a crucial component for Bitflux's growth.

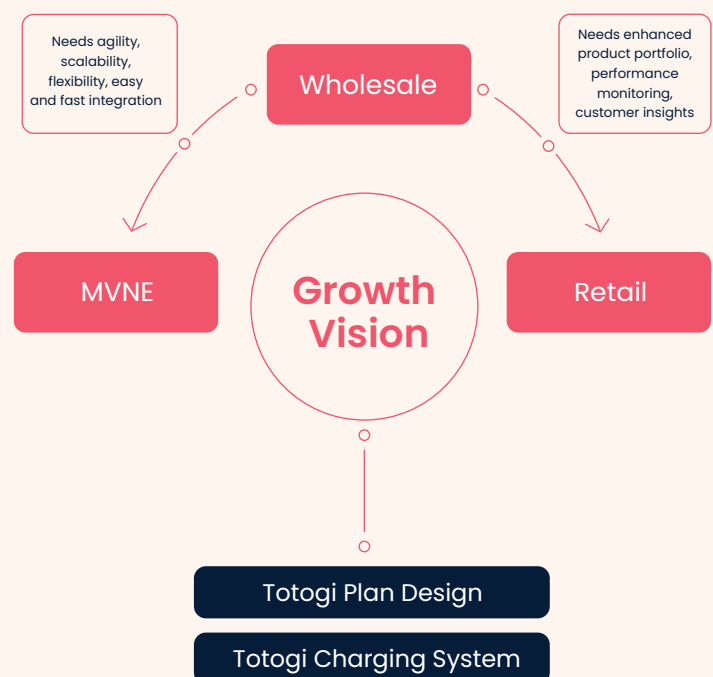
Bitflux required a better solution, not only to count minutes and seconds for voice, but to create more flexible, time-based offers such as unlimited data during specific hours.

The Solution

Bitflux and Totogi agreed to the trial of Totogi Charging-as-a-Service with a pilot using traffic from the live Bitflux network. They agreed to attach the Totogi Cloud Charging System Diameter Interface to the Cisco and Huawei packet gateways, provision traffic-generating devices, and pass traffic through the interface. They used the Totogi Plan Design tool to model Bitflux mobile broadband plans.

The Result

Bitflux was able to connect to both package gateways and utilise the public cloud via the Totogi Charging-as-a-Service as a viable alternative to on-premise charging in the pilot. Bitflux's core usage was rated and charged successfully, with all plans configured and running within two weeks. A live plan design session demonstrating how a mobile plan can be created in minutes directly by a marketing user was held with Bitflux.

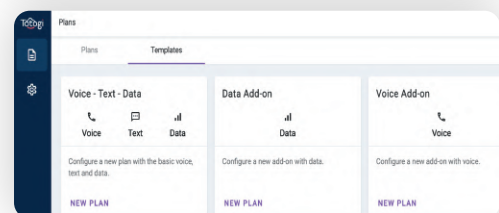


Each of Bitflux's broadband plans were configured in less than five minutes using Totogi's plan design tool, meaning that the marketing team could take ownership without needing IT support to configure and implement.

Benefits of switching to the Totogi Charging-as-a-Service

- Bitflux can have all the cost benefits of using AWS, as well as an estimated 80% lower total cost of ownership compared to private cloud and on-premise systems.
- There's no cost for using Totogi's BSS enhancement platform charging functions for up to five hundred million transactions per month, and no cost for use for up to five hundred million API calls per month.
- Bitflux can rapidly design and deploy plans with flexible features in minutes.

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The Totogi Charging-as-a-Service optimized Bitflux's plans in the public cloud in the pilot, and by leveraging its almost infinite capacity to scale, demonstrated how Bitflux can focus on its growth strategy.

The Plan Design user interface is completely separated from the core charging engine and designed by marketers to easily launch new plans directly. Bitflux can expand on the advanced AI/ML functionalities of Totogi supported by the public cloud for hyper-personalisation, better CX and improved customer satisfaction.

Bitflux can use Totogi to drive the next phase of its strategy: becoming a premier public cloud-first mobile virtual network operator by including value-added services such as VoLTE. With Totogi, Bitflux can enhance the experience of existing subscribers, attract new customers, increase average revenue per user, and vastly expand its global footprint.

Totogi was able to demonstrate its flexibility, agility and speed to integrate to multiple systems with Bitflux's pilot project.

Totogi is a product-driven telco software company that envisions a future in which all telcos have moved their software to the public cloud. If you want to experience the power of the public cloud for real-time charging and plan design like Bitflux, visit Totogi.com for more information.

