

## SUCCESS STORY

# Mobily Release Automation

Accelerating Innovation –  
How Mobily Infotech Achieved 50%  
Faster Releases with Automation

Company Name  
**Mobily Telecom Saudi**

Industry  
**Telecom**

Location  
**Saudi Arabia**

Impact  
**Siebel Release Automation**

Application  
**Mobily CRM Application**

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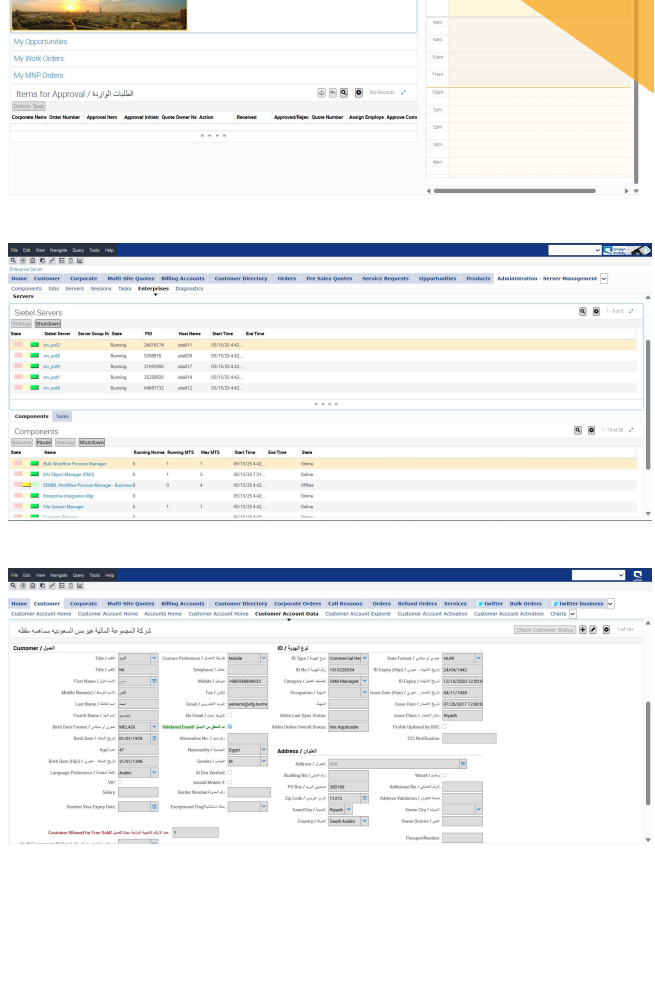
## Mobily Release Automation

### A CASE STUDY

#### Background

Mobily Telecom Saudi (Etihad Etisalat), founded in 2004, is a leading telecommunications provider in Saudi Arabia. In 2005, it broke the state monopoly on wireless services and quickly became the fastest-growing mobile operator in the Middle East and North Africa (MENA) region. Mobily offers integrated services across individual, business, and carrier sectors, boasting extensive wireless, FTTH, and data center infrastructure.

Mobily Infotech India Pvt. Ltd. (MIT), established in Bangalore in 2007, serves as the dedicated IT arm of Mobily Telecom. MIT delivers high-quality technology services, drives digital transformation, and manages solutions related to business outcomes, technology infrastructure, and data platforms. MIT holds ISO certifications for Quality Management (ISO 9001:2015), Information Security (ISO 27001:2013), and IT Service Management (ISO/IEC 20000-1:2011), highlighting its commitment to operational excellence.



### Solutions

To address these challenges, Mobily Infotech implemented Siebel Release Automation with Cubastion as an implementation and consulting partner. This solution aimed to streamline the entire release management lifecycle by automating workflows and reducing manual intervention.

Cubastion, a technology solutions company with expertise in DevOps and release management, played a crucial role in the implementation.

🕒 **Consulting & Analysis:** Cubastion analyzed Mobily Infotech's existing processes, identified key pain points and inefficiencies, and determined where automation would yield the greatest benefits.

🔧 **Implementation & Customization:** The Siebel Release Automation solution was meticulously customized to align with Mobily Infotech's specific workflows, environments (development, testing, production), and communication needs. Cubastion seamlessly integrated the solution with Mobily Infotech's existing tools, like CI/CD pipelines and version control systems. Key considerations included automating approval workflows, optimizing scheduling, and enabling role-based access and notifications.

🔄 **Deployment Strategy & Transition:** To minimize disruption and ensure business continuity, Cubastion adopted a phased deployment approach. It collaborated with internal teams and provided comprehensive training and hands-on workshops to facilitate user adoption and ensure a smooth transition from manual to automated processes.

🛠️ **Ongoing Support:** Post-deployment, Cubastion provided continuous monitoring, troubleshooting, performance optimization, and scalability support to ensure the solution remained effective as Mobily Infotech's needs evolved.

## Business Outcomes

#### Release Cycle Time

**50%** reduction in process time

#### Rollback Reduction

**100%** reduction in rollbacks across all environments in the past year due to object misses.

#### Release-Related Defect Reduction

**70%** reduction in release-related defects.

#### Release Frequency Increase

**3,000+** successful releases executed across various environments in the past year.

#### Root Cause Analysis (RCA) Time Reduction

**50%** Approx. reduction in RCA time for issues.

#### Effort Saved in Object Access

**85%** reduction in effort per developer request for SIF files due to centralized Bitbucket access.

#### Developer Time Saving per Release

**3 hrs.** saved per developer per release cycle due to automation of manual tasks.

#### Increase in Productive Coding Time

**25%** increase in productive coding time for developers due to reduced interruptions for release-related tasks.

#### ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 18 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across different cultures. Learn more about Cubastion at [www.cubastion.com](http://www.cubastion.com)

## Challenges Faced

Mobily Infotech faced inefficiencies in its manual software release management process. The lack of release automation led to delays, errors, visibility gaps, inconsistent deployments, and scalability issues, impacting the company's ability to deploy updates efficiently.

### Business Challenges

#### • Operational inefficiencies and high costs

The manual release process suffered from significant inefficiencies and high costs. It required extensive coordination across multiple teams, which resulted in bottlenecks, delays, and prolonged approval cycles. This cumbersome approach strained resources, increased costs, and hindered the timely delivery of critical updates and new features as Mobily's business grew.

#### • Scalability Issues

With Mobily's business growth, software releases became more frequent and complex, making the manual approach unsustainable. Mobily struggled to keep pace with increasing business demands, often delaying critical updates and new features.

#### • Lack of visibility and slow release cycles

The lack of real-time visibility into release progress, coupled with slow release cycles (typically days to a week due to manual planning, execution, testing, and deployment), hindered proactive issue management, bottleneck resolution, and time-to-market for new services.

## Technical Challenges

### • Manual Release Processes & Error-Prone Deployments

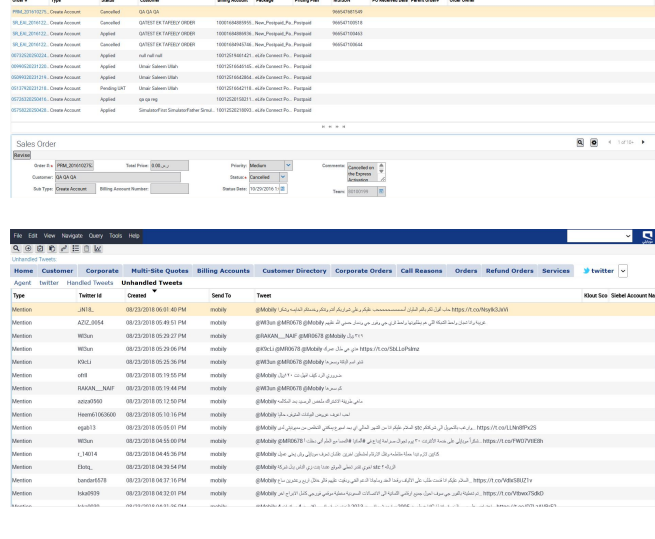
The manual release process, spanning planning to deployment, was error-prone due to cumbersome handoffs and a lack of standardization. It resulted in frequent deployment failures, rollbacks, rework, and unstable releases due to human errors, such as misconfigurations and missed dependencies.

### • Integration gaps

While tools like JIRA and Confluence were used, they lacked the necessary automation capabilities to streamline the end-to-end release workflow and ensure consistency.

### • Decentralized object tracking

Ultimately, decentralized object tracking caused production failures, the manual processes inherently delayed releases, and inconsistencies in environment synchronization led to pre-production conflicts, clearly necessitating automation.



## Key Areas of Expertise Demonstrated

### • DevOps and Release Management Consulting

Provided deep expertise in analyzing Mobily's manual release processes and identifying opportunities for automation and improvement.

### • Strategic Deployment Planning

Designed a phased rollout approach to integrate automation with minimal disruption, aligning closely with internal teams.

### • Tailored Automation Framework

Built a customized solution aligned with Mobily's workflows, including automated approvals, real-time notifications, and role-based access.

### • Seamless System Integration

Integrated automation with existing CI/CD pipelines, version control systems, and tools like JIRA and Confluence for smooth operations.

### • Scalable Solution Design

Delivered a solution that could scale with Mobily's growing demands without requiring proportional increases in resources.

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