



SUCCESS STORY

Transforming Sri Lanka Telecom's Offerings through Digitalization

Empowering the CRM application to seamlessly integrate and connect with a diverse range of business enterprises

Company Name:
Sri Lanka Telecom

Industry:
Telecom

Location:
Sri Lanka

Impact
Streamlined Digital Integration

Application
Efficient, Seamless, Automated Platform

Contact Us: solutions@cubastion.com

A CASE STUDY

Empowering the Siebel product configurator to connect with diverse digital channels tailored for telecom providers.

Background

SLT, the foremost telecommunications services provider in Sri Lanka, offers a comprehensive range of domestic and corporate solutions encompassing fixed and wireless telephony, Internet access, and IT services to cater to the needs of domestic, public, and business sector clientele.



Our Approach

Integration Framework Approach for New Customer Acquisition:

The integration framework developed facilitates the seamless flow of data between SLT's digital platforms and Siebel CRM, specifically focusing on the scenario of new customer acquisition. When a new customer intends to purchase a product, they provide contact details, address details, desired product information, and agent details. This data is then structured within the APIs created to connect these infrastructures and sent to Siebel CRM. Subsequently, the CRM stores the provided information, generates the order, verifies the product structure, and forwards the order to the downstream system.

Solutions

- **API Development:** We've developed APIs for creating, modifying, and retrieving product details, specifically tailored for Siebel CRM. SLT intends to integrate these headless Siebel APIs into their digital platforms, such as portals and applications, to facilitate the creation and modification of orders.
- **Integration of Headless Siebel APIs with Digital Platform:** Cubastion's internal team utilized Siebel's core vanilla processes to address functional requirements. However, modifications were necessary to adapt these processes for creating headless APIs. These APIs operate as REST APIs (REST inbounds) on IP 14.
- **REST API Implementation on IP14:** Despite Siebel CRM's lack of native support for REST APIs on IP14 and IP15, we implemented REST APIs (REST inbounds) on IP14. This enabled SLT to leverage modern RESTful communication protocols for interacting with Siebel CRM, enhancing flexibility and interoperability.
- **Protocol Bridging:** Siebel doesn't support REST APIs for IP 14 and 15, we implemented a transformer between external portals and Siebel. This transformer converts JSON requests into SOAP requests, allowing submission to Siebel CRM, as IP15 only supports SOAP structure.

Challenges Faced

● Integration Requirement

There is currently no external integration available for order creation outside of Siebel, unlike competitors like Airtel, where orders can be directly placed through their digital channels, necessitating the need for integration between Siebel CRM and SLT's digital platforms.

● Dependency on Siebel

SLT heavily relies on Siebel as its central system for order management and processing. Any orders placed via SLT's app or portal must be directed to Siebel for processing.

● System Scalability

The integrated system must be scalable to accommodate SLT's growing customer base and increasing order volumes without compromising performance or stability.

Business Outcomes

Seamless Order Creation and Modification via Digital Platforms

Enabling customers to place orders and make modifications seamlessly through digital platforms like portals and applications, enhancing accessibility and convenience.

Enhanced Efficiency and Automation in Customer Acquisition Processes

Implementing automated processes for customer acquisition, reducing manual labor, minimizing errors, and accelerating the acquisition timeline.

Improved Customer Experience with Streamlined Order Processing

Providing customers with a smoother and more efficient order processing experience, leading to higher satisfaction levels and increased loyalty.

Scalability and Flexibility

The developed APIs and integration framework provide SLT with a scalable and flexible solution that can adapt to evolving business requirements and technological advancements.

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

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Key Areas of Expertise Demonstrated

• Digital apps integration with Siebel CRM

Integrating digital apps with Siebel CRM streamlines order processing and enhances customer engagement by enabling seamless interactions across platforms. This integration facilitates real-time data exchange, ensuring efficient management of customer relationships and orders.

• Transformation of JSON Requests into SOAP Requests for Compatibility

Converting JavaScript Object Notation (JSON) requests into Simple Object Access Protocol (SOAP) requests to maintain compatibility with Siebel CRM, facilitating smooth communication between systems.

Cubastion Consulting Pvt. Ltd.

201, Vatika Business Park Tower 2,
Sector 49, Sohna Road Gurgaon
Haryana 122018,
INDIA

Cubastion Consulting Pvt. Ltd.

Kinko Building 7F 7-3
Kanagawa Ward, Yokohama,
Kanagawa 221-0056
JAPAN

Cubastion Consulting LLC

7545 Irvine Center Dr Ste 200,
Irvine, CA 92618, USA

Contact Us: solutions@cubastion.com