Tech Mahindra implements next-gen digital platform for Swiss telecom operator, Sunrise

Technology

Cloud-native BSS platform cuts average MVNO onboarding time for telcos by 70% through digitalisation and intelligent automation

Pune, February 8, 2024: <u>Tech Mahindra</u>, a leading provider of digital transformation, consulting, and business re-engineering solutions and services, today announced the successful implementation of the greenfield digital MVNE (Mobile Virtual Network Enabler) platform for <u>Sunrise</u>. Headquartered in Zurich, Sunrise is the largest private (not state-owned) telecom operator in Switzerland that offers industry-leading mobile, internet, TV, and fixed network services to private and business customers.

The cloud-native MVNE platform will enable Sunrise to drive digital-first and simplified customer journeys for MVNOs (Mobile Virtual Network Operators). The implementation will assist MVNOs in accelerating market time, optimising technology architecture, and reducing costs. It will empower Sunrise to achieve Zero-Touch and Zero-Trouble MVNE operations. Additionally, it provides robust data protection measures, ensuring data security and integrity, aligning with the requirements of General Data Protection Regulation (GDPR).

Vikram Nair, President, EMEA Business, Tech Mahindra, said, "The seamless onboarding and integration of MVNOs (Mobile Virtual Network Operators) on their network is a challenge for Telcos as it is complex, tedious, and expensive to manage in the long run. The need of the hour is to leverage a truly digital, comprehensive Business Support Systems (BSS) platform using Microservices and Open API (Application Programming Interface) standards for agility, flexibility, and scalability. Our implementation of the BSS platform has supported Sunrise to reduce their onboarding time of MVNO significantly. This accomplishment further strengthens our long-standing partnership with them."

Tech Mahindra delivered the MVP (Minimum Viable Product) for this platform within a timeline of less than nine months. The platform was then commercially rolled out by Sunrise, subsequent to which they onboarded their first MVNO on this platform, a post-paid reseller.

Robert Redeleanu, Chief Business Officer at Sunrise, said, "Tech Mahindra has fully fulfilled our expectations in delivering a robust and best-fit MVNE (Mobile Virtual Network Enabler) solution to kick start a new digital era for our MVNO (Mobile Virtual Network Operators) partners. The state-of-the-art solution has supported us to deliver fully digitalised customer experiences. We are looking forward to leveraging this platform within our wholesale and B2B (Business-to-business) sector to offer new products and solutions."

This partnership is in line with Tech Mahindra's NXT.NOW™ framework, which aims to enhance 'Customer Centric Experiences' and focuses on investing in emerging technologies and solutions that accelerate digital transformation and help us to meet the evolving needs of our customers.

About Sunrise GmbH

Sunrise LLC, a wholly owned subsidiary of Liberty Global, is the largest private telecommunications company in Switzerland. Sunrise offers industry-leading mobile, Internet, TV and landline services for private and business customers.

For further details please visit www.sunrise.ch and www.libertyglobal.com.

About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates, and society to Rise for a more equal world, future readiness, and value creation. It is a USD 6.5+ billion organisation with 146,000+ professionals across 90 countries helping 1250+ global customers, including Fortune 500 companies. It is focused on leveraging next-generation technologies including 5G, Metaverse, Blockchain, Quantum Computing, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal, which recognises global companies that are actively leading the charge to create a climate and nature-positive future. It is the fastest growing brand globally in 'brand value rank' and among the top

7 IT brands globally in brand strength with AA+ rating. With its NXT.NOWTM framework, Tech Mahindra aims to enhance 'Human Centric Experience' for its ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. It aims at delivering tomorrow's experiences today and believes that the 'Future is Now'.

Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies with 260000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology, and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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