

CASE STUDY:

Operator 2degrees wins MVNO market share in New Zealand, accelerating onboarding of new MVNOs to days and launching new plans in minutes

Background

In 2022, two of New Zealand's leading challenger communication companies, 2degrees and Vocus, merged under the 2degrees brand. Currently, they are the third-largest provider in both mobile and landline services, with aspirations to move up. Under the tagline "Fighting for Fair," 2degrees offers broadband and mobile services covering 98% of where people live and work in New Zealand. Renowned for its award-winning customer service and strong network of 54 retail stores, 2degrees is dedicated to its customers, community, and environmental footprint.

The Challenge

2degrees, proud of its culture as a challenger brand, aims to expand its wholesale business (which it recently renamed and relaunched as 2degrees Network Partners) and develop the underutilized MVNO community in New Zealand. With network capabilities no longer a key differentiator, the focus shifted to creating a dynamic, software-defined service for MVNO brands. To achieve this, it was critical to modernize its wholesale offerings and provide carrier-grade charging capabilities at competitive prices.

The Solution

Totogi's **Charging-as-a-Service on AWS**, provided 2degrees with a SaaS-based monetization platform essential for rapid MVNO onboarding and operation.

The platform is characterized by three main pillars:



Cloud-native

Built natively on AWS, Totogi's Charging-as-a-Service enables 2degrees to benefit from the full capabilities of the public cloud. This multi-tenant, true SaaS solution can automatically scale to support growth, providing 2degrees with the agility and flexibility it requires at a much lower cost.



AI-first

Totogi's AI services such as **Plan Design** and **Churn Prediction**, are built on a unique AI model that uses services like Amazon SageMaker to analyze subscriber behavior. These services provide 2degrees with a competitive advantage by leveraging charging data to enhance customer experience and offer hyper-personalized plans and tariffs.



API-led approach

Totogi's architecture and openness allow for flexibility and ease of integration. This approach supports a 'connect once and go' methodology for integrating with any other element in the ecosystem, as well as automating the definition and execution of user experiences, customer journeys, and lifecycle events as much as possible.

To validate the business case and build trust, Totogi offered a proof-of-concept (POC) and delivered a solution to production, including the necessary integration, in just five days. Because of Totogi's unique SaaS design, once approved and fully tested, this POC seamlessly became the wholesale charging solution for 2degrees without the need to re-integrate or install a new system.

Benefits and outcomes:

The adoption of Totogi Charging-as-a-Service empowered 2degrees to independently and quickly respond to market changes.

- Accelerating time-to-revenue - by rapid onboarding of new MVNOs - integrating once and setting up new tenants within days.
- Instant plan design - from creation to launch, that eliminates the dependency on IT resources while improving customer NPS and business metrics.
- Enhanced user experience for MVNO partners - their requirements are met easily and quickly.
- Scalable, cost-effective SaaS model, aligning with business needs.

"Totogi's rapid onboarding capability is pivotal, enabling us to swiftly adapt to ever-evolving market demands and accelerate our revenue growth."

– Chris Bradley, Head of Digital Architecture at 2degrees

Totogi's next-gen AI-powered monetization platform empowers modern telcos to foster CUSTOMER LOVE, improve customer experiences and drive new revenue streams. Born natively on the public cloud, Totogi offers a SaaS model that is catalyzing innovation in the telecom industry. Totogi is an Amazon Partner and is available to buy [in the AWS Marketplace](#). Learn more at [Totogi.com](https://totogi.com).

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