

TeliaSonera Delivers Localized Cloud Service Marketplaces for a Tailored Experience



CASE STUDY

With cloud service marketplaces powered by AppDirect, TeliaSonera is realizing its vision of becoming a next-generation telecommunications company.

Challenge

Founded in the 1850s, TeliaSonera provides network access and telecommunication services in the Nordic and Baltic countries as well as in Spain. With more than 180 million customers, TeliaSonera is now Europe's fifth largest operator.

Part of the company's mission is to provide its customers with access to the best solutions available and for Marcus Lidbeck, Head of Cloud Marketplace, Global Business at TeliaSonera this means offering adjacency businesses and consumer solutions such as cloud services. "We expect cloud-based services to become part of our core offering in the near future," says Lidbeck. "We want to provide everything from the devices to the access to the applications."

TeliaSonera originally worked with a third-party to create a custom platform to offer cloud services to its customers, but the development took longer than planned and the result was too complex and expensive to meet TeliaSonera's goal of delivering new services and marketplaces quickly. The company needed an alternate solution that would enable it to quickly roll out new services, create multiple marketplaces tailored to local needs, bundle services easily, and provide a customizable, responsive user experience. "We needed a partner to help us

EXECUTIVE SUMMARY

COMPANY NAME: TeliaSonera
INDUSTRY: Telecommunications
LOCATION: Stockholm, Sweden

CHALLENGE

- > Grow revenues from cloud service commerce
- > Replace expensive, complex custom marketplace platform
- > Create multiple, tailored marketplaces with global and local cloud offerings

SOLUTION

- > AppDirect Cloud Service Commerce Platform

RESULTS

- > Reduces time-to-market for new cloud services
- > Frees up TeliaSonera to focus on customer acquisition instead of building the underlying marketplace technology
- > Creates competitive advantage with localized marketplaces and bundled offers



explore new functionality and features as we become Telco 2.0 and a trusted cloud advisor to our customers,” says Marcus Lidbeck, Head of Cloud Marketplace, Global Business at TeliaSonera.

Solution

The telecom evaluated multiple cloud service commerce platforms, ultimately choosing AppDirect for its ability to meet TeliaSonera’s technical requirements and it’s role as a thought leader in the cloud service commerce space.

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TeliaSonera became the first company to deploy a multi-marketplace strategy based on AppDirect. It now operates localized marketplaces with global and local offerings that span different languages, currencies, and continents. The company is taking advantage of its newfound ability to bundle service offerings together, creating discounted bundles such as Microsoft OneDrive and Microsoft Office365.

MARCUS LIDBECK
HEAD OF CLOUD MARKETPLACE, GLOBAL BUSINESS,
TELIASONERA

As part of its desire to deliver a differentiated customer experience, TeliaSonera created a custom, mobile front end for its marketplaces using AppDirect APIs. The AppDirect solution also enabled a first-of-its-kind partnership between TeliaSonera and Spotify Business to enable seamless distribution.

Results

With its marketplaces powered by AppDirect, TeliaSonera no longer has to focus on the technical efforts of adding new services and supporting the marketplace. “Instead of a long and costly technical project to add a new service, it’s quick and easy to onboard new offerings with AppDirect,” says Lidbeck. “That lets us focus more on landing new customers, which we are doing every day now. The AppDirect platform is helping us secure a foothold in the marketplace.”

TeliaSonera appreciates AppDirect’s centralized management and the ability to internally benchmark its multiple marketplaces now that they are all on one platform. “We can compare the performance of our marketplaces at any given time,” says Lidbeck. “That helps us try different strategies and compare to see which is more effective.” Lidbeck gives the example of using differing trial periods in Sweden and Finland and learning that the shorter time frame was equally successful.



CASE STUDY



For the telecommunications company, the success of its marketplaces targeted to small- and medium-sized businesses is just the beginning. TeliaSonera has plans to add consumer-oriented offerings as well as machine-to-machine services. “AppDirect is helping us to become a new generation of telecommunications company,” says Lidbeck.



CASE STUDY

ABOUT APPDIRECT

AppDirect is the leader in cloud service commerce making software accessible globally. The AppDirect Cloud Service Commerce Platform unites providers, developers and consumers of cloud services into a single ecosystem. This makes it easy for businesses to find, buy, and manage cloud services from a central location and delivers new opportunities to distribute, sell, and market cloud services.

AppDirect-powered marketplaces, billing and distribution, and reselling services help providers—including Telstra, ADP, Vodafone, Deutsche Telekom, Cloud Foundry, Rackspace, and others—connect millions of businesses to solutions from Google, Box, DocuSign, Intel Security, and more.

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