



**QORE
TECHNOLOGIES**

“With Qore, we are able to provide efficient, high performance mobile services that empower us to provide the best service possible to our customers”

Head of Products and IT HUTCHISON DREI AUSTRIA

CASE STUDY



DREI transforms customer ordering experience with Qore.

Hutchison Drei Austria GmbH (often referred to as 3 Austria or Drei) is an award-winning Austrian mobile operator that prides itself as a pioneer for simple solutions for digital life. The company launched in Austria in 2003 with the goal of providing high-speed mobile network coverage to 95% of the Austrian population with High-Speed Downlink Packet Access (HSDPA) by the end of 2007. By 2010, the company had exceeded 1 million subscribers and today serves over 3.7 million customers.

As the company continued to scale over time, it became increasingly apparent that fast and efficient customer order processing, management and service activation would be critical to differentiate in its increasingly competitive market.





QORE TECHNOLOGIES

“Our operating costs have fallen from over 5M€ per year to less than 300K€ per year. We couldn't be happier with the results that were fast **and** lasting!”

Head of Products and IT HUTCHISON DREI AUSTRIA

C A S E S T U D Y

The Challenge

Drei's legacy integration solution was causing problems. The business implemented a set of overly complex, costly and inefficient integration systems that were costing time and money instead of providing the value they originally promised. In addition, the legacy solution couldn't handle the rapidly accelerating data volumes.

The complexity of the integrations meant the development team had to spend countless hours trying to improve the technology, leading to employee frustration and ultimately meaning the business could not respond to market needs or its customers in a timely manner.

In short, while the business had exciting new revenue streams to focus on - its failed integration solutions were holding it back from being able to innovate at speed.

Drei needed a centralized integration solution that could drive efficient processing across multiple systems on the back-end, while also providing a great customer experience on the front-end. They required an efficient and highly automated process all the way from customer orders through to service activation - and they needed it in near real-time.

By implementing this type of solution, Drei would be able to innovate faster and quickly bring new products and services to market.

Finally, the company needed a way to reduce operating costs through lower process failure rates and reduced manual exception handling, something its legacy solution simply wasn't providing.

The Solution

Drei chose Qore Technologies to modernize its business process automation due to its focus on affordable costs, service support and platform flexibility. The results were immediate and dramatic.

The Qorus Integration Engine® provided an agile integration of data and applications to the company's existing IT systems, enabling accurate data-driven decision making and effective organizational collaboration. This efficient IT integration and business process automation allowed the company to successfully minimize development and operational costs.

In addition, because the Qorus Integration Engine® automatically recovers from errors in order processing, operational efficiency increased, and revenue skyrocketed due to new early billing processes. And reducing lead times in provisioning greatly improved the overall customer experience.

Launching an Internet of Things offering was another important initiative for Drei. Typically, the company would have gone to a 3rd party agency for development and support, but this time the team did everything in-house with the help of Qore Technologies.

Qore dramatically reduced manual process exception handling and leveraged a flexible framework for IT digital process automation driven by IoT events. This led to significantly reduced customer churn through predictive analytics driven by real-world events, giving the company a competitive advantage and allowing it to move quickly to gain market share.

Moving the Company Forward

The benefits of the solution extend well beyond implementation. Through the unique Qorus building-block architecture, implementing new processes is now seamless and user-friendly - even for non-expert users - enabling Drei to continue to innovate and optimize customer operations.

Ready to get started?

Book a demo

Learn more

Talk to an expert

qoretechnologies.com