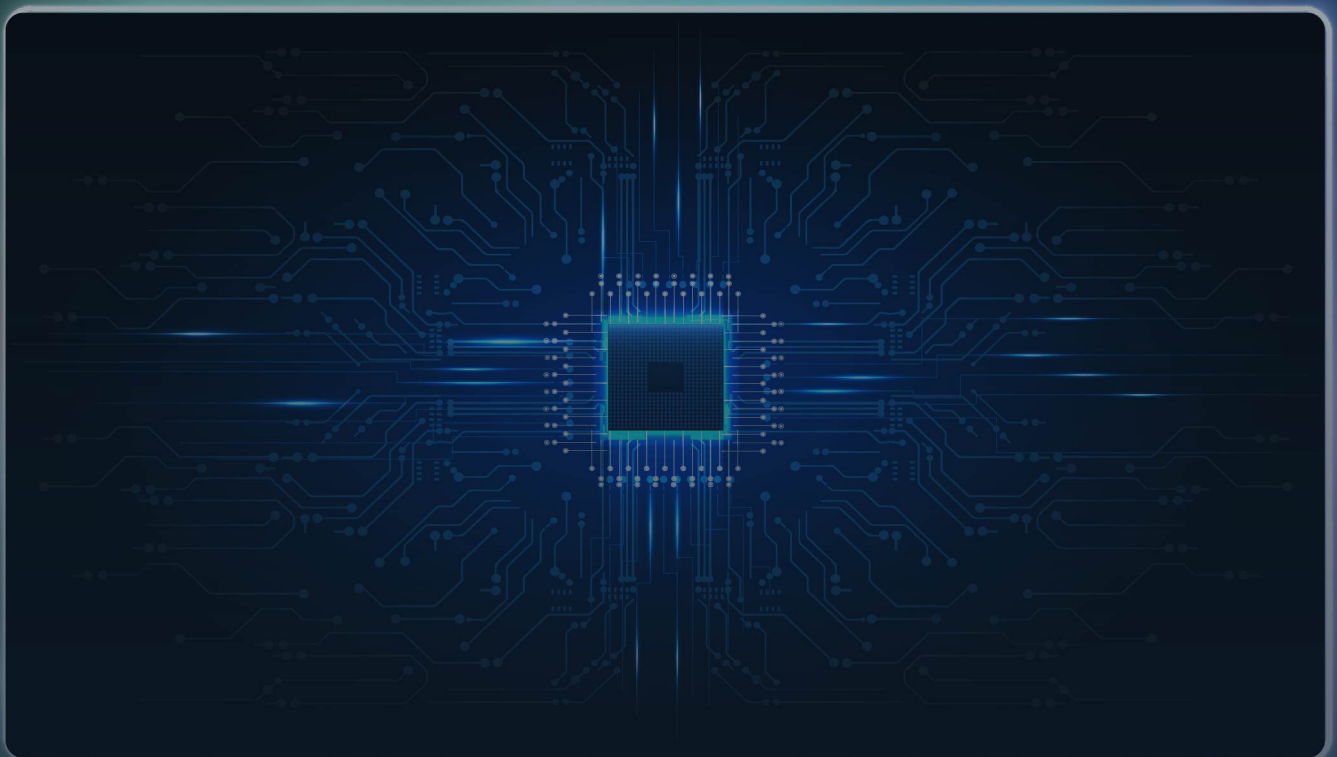
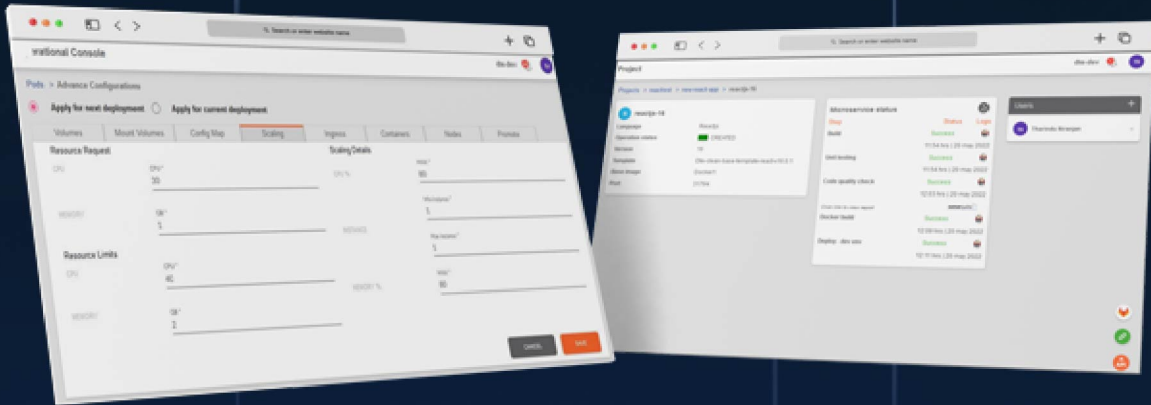


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Navigating Digital Transformation Challenges with

AXONECT ENTERPRISE ENABLER





The advent of the digital revolution has brought about a tectonic shift in customer expectations and technological progress, presenting formidable obstacles for organizations striving to adapt and keep pace with evolving demands. This white paper delves into the hurdles faced by these organizations on their journey towards digital transformation, offering practical solutions to surmount these challenges. Additionally, we emphasize the pivotal role played by Axonect Enterprise Enabler (AEE), a versatile platform for digital transformation, in empowering organizations to navigate these obstacles and achieve a successful transition to the digital landscape. AEE serves as a catalyst, enabling seamless integration and transformation across various facets of the organization, thereby facilitating a smooth transition to the digital realm.

Navigating Digital Transformation Challenges with Axonect Enterprise Enabler (AEE): Empowering Businesses for Success

In the fast evolving technological landscape, not every organization is capable to adapt, innovate and survive. There are so many competitors and new products/ services, organisations are continuously pushed to transform digitally. This transformation presents several challenges including, legacies, infrastructure limitations, lack of connectors, etc. These challenges require carefully planned solutions which can act as an ecosystem while being backward compatible and at the same time future proof. Though such solutions are hard to come by.

Axonect Enterprise Enabler (AEE) is a professional digital transformation platform designed to assist enterprises in becoming more agile, scalable, and efficient organizations. It offers a wide range of features and capabilities to govern, secure, and control large-scale digital transformation initiatives. The platform seamlessly integrates with existing enterprise systems and hybrid/multi-cloud infrastructures, following industry best practices and standards.

Digital Transformation: A Mantra for Sustainable Future

Digital transformation is of paramount importance in today's business landscape as it serves as the key driver for survival, competitiveness, and growth. Embracing digital technologies and methodologies empowers organizations to streamline operations, enhance customer experiences, and unlock new revenue streams. By leveraging data analytics, automation, and cloud computing, companies can make informed decisions, optimize processes, and respond swiftly to market changes. Moreover, digital transformation fosters innovation, enabling businesses to create and deliver cutting-edge products and services that cater to evolving customer needs. Those who neglect this imperative shift risk becoming obsolete in a world where technology is the lifeblood of progress and success. In essence, digital transformation is not merely an option but a necessity for staying relevant and resilient in the modern era.

THE CHALLENGES

Integration mess can really bring trouble but how do we resolve it?

Time to Market can be crucial but how do you make it quick?

Evolving customer demands is a challenge, but they can be turned into opportunities

Legacy resources can become a deadlock, but there is always a way

How do you overcome the absence of a Mediation Layer to have control

On-prem, Cloud and Hybrid are complex but you can have them all

Digital transformation presents a myriad of challenges for organizations, necessitating careful consideration and strategic planning during implementation. These challenges encompass legacy systems, intense competition, and the perpetually evolving landscape of customer demands. We will delve into these hurdles, examining each in greater detail to shed light on their complexities and implications for businesses striving to navigate the digital transformation journey.

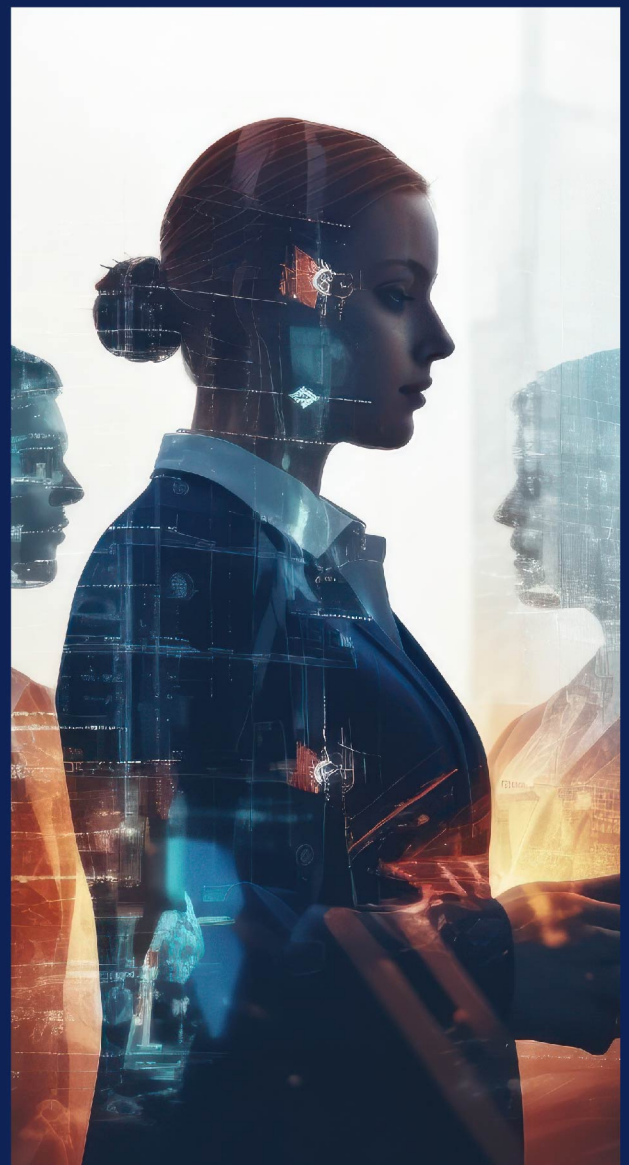


Untangling the Digital Knot: Resolving Integration Chaos

In growing organisations, different departments rely on various tools and systems for daily tasks. Integrating these systems becomes challenging as the organization expands and incorporates different vendor solutions. Failing to integrate leads to data inconsistencies, duplicated efforts, and reduced productivity. A solution for this mess would be to have integrations standardized using APIs and microservices and governing them under a single interface. Though such solutions can be scarce, Axonect Enterprise Enabler (AEE) from ADL can be the perfect choice to resolve such a mess.

Navigating the Shifting Tides of Customer

In the current business landscape, customer expectations are high and evolving. They demand personalized, seamless experiences, fast responses, and tailored innovative solutions. Legacy systems often hinder organizations from meeting these demands, causing revenue leaks due to incomplete customer journeys on digital platforms. Disconnected user experiences can damage customer loyalty and trust, prompting them to seek alternatives. While this undertaking is inherently intricate, requiring a sophisticated solution, ADL's Axonect Enterprise Enabler (AEE) presents an avenue for organizations to surmount these challenges with remarkable ease.





Breaking Chains: How Legacy Systems Can Cast the Longest Shadows on Innovation

In the context of digital transformation, organizations grapple with the delicate balance between upholding their existing investments and embracing modernization. The prospect of abandoning well-established resources is daunting, entailing substantial sunk costs and potential disruption. On the other hand, steadfastly holding onto outdated systems constrains an organization's ability to capitalize on new opportunities and respond to the dynamic shifts in the market. This dilemma perpetuates a state of inertia, demanding innovative strategies that bridge the chasm between legacy and contemporary technologies. AEE presents an innovative solution to the challenge of balancing legacy investments and modernization in digital transformation. They offer a unified platform that seamlessly integrates existing legacy assets with emerging digital technologies, enabling a gradual modernization process while safeguarding capital investments.

The Mediation Layer: A Buffer for API Integrations

The complexities of digital transformation are currently posing significant challenges for enterprises as they strive to adapt their systems to the demands of the digital ecosystem. The absence of clear guidelines and best practices for the design and implementation of digital platforms only compounds these difficulties, leading to inefficiencies, integration problems, and a lack of flexibility. The absence of a robust framework for seamless integration between core and customer layers further obstructs the timely delivery of new products. Attempting ad-hoc digital transformation within the current systems tends to lead to complications and unmet expectations. To tackle these intricate challenges, AEE offers prebuilt features designed to cater to these needs, enabling the smooth integration and migration of technology unique to different vendors. This approach ensures a transparent migration experience that doesn't disrupt ongoing operations while also simplifying the onboarding of external vendors and eliminating unnecessary complexities.

Navigating the Hourglass: The Correlation Between Time and the Fragility of Success

Meeting deadlines is crucial for successful solution implementation and product launches. Delays not only disappoint customers but also damage a company's reputation and financial performance. Missed market opportunities and revenue loss can result from postponed projects, exacerbating the erosion of customer trust. All these hurdles collectively impede achieving desired Time-To-Market (TTM), jeopardizing an organization's competitive edge.

To expedite TTM, AEE offers a suite of tools such as The integration of DevOps with CI/CD, predefined business templates, microservices architecture, etc. These features collectively enhance implementation efficiency and accelerate development, reinforcing organizations' ability to achieve rapid TTM amidst the challenges of digital transformation.



Mastering the Symphony of Infrastructure Diversity

Effectively managing diverse infrastructure setups is a paramount challenge for modern organizations amidst their digital transformation journeys. The intricate mix of on-premises, cloud, and hybrid infrastructure demands a unified solution to surmount the complexities associated with maintenance and interconnectivity. AEE offers a centralized interface that harmoniously integrates disparate infrastructure types, enabling seamless migration, streamlined operations, and enhanced utilization efficiency. This groundbreaking approach empowers organizations to tailor their infrastructure to precise business needs, whether on-premises, cloud-based, or a strategic hybrid blend.



Features and Functionalities of Axonect Enterprise Enabler



Microservice Platform

Axonect's Microservice Platform supports a diverse range of programming languages and acts as a low-code, no-code service designer solution.



DevOps with CI/CD

DevOps automation integrates with an enterprise's existing DevOps capabilities ensuring maximum optimization and smooth integration.



Cloud Enablement

Application developers can seamlessly provision, manage, and optimize on-premises, hybrid, or cloud infrastructures through a unified interface..



Digital Layer Orchestration

Axonect's Microservice Platform supports a diverse range of programming languages and acts as a low-code, no-code service designer solution.



Predefined Business Templates

A collection of TMF certified templates like TMF API and Camara API Packs, and Open Banking APIs to seamlessly incorporate them into applications.



Pre-Built Axonect Adaptors

Pre-built adaptors to enable integration between different systems, both in the upward direction (like OTT players) and downward direction (like legacy systems).



Test Service Qualifier (TSQ)

TSQ provides end-to-end customizable test automation capabilities, enabling organizations to efficiently automate the testing of IT applications.



Security & Resilience

High security supported by DevSecOps practices. This ensures that the platform can withstand and recover from intentional attacks or accidental incidents.



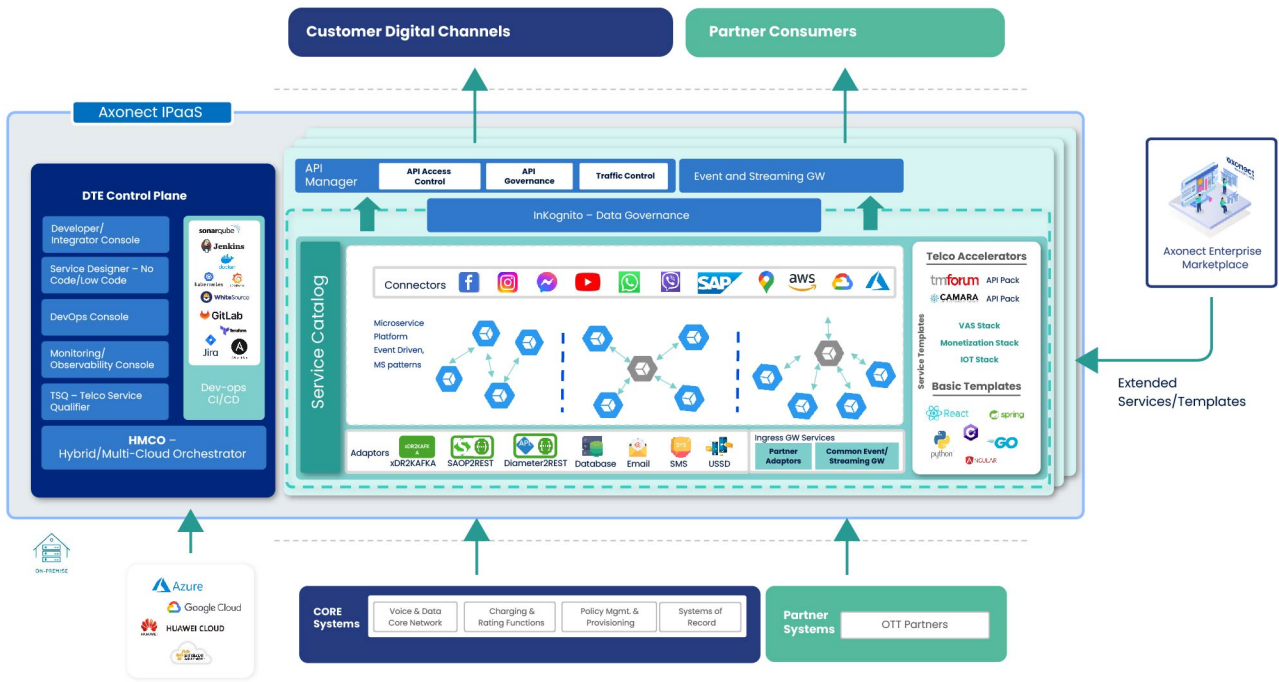
Monitoring and Observability

Monitoring & observability stack for comprehensive oversight of diverse aspects within enterprises including digital transformation progress .

Below are the benefits Axonect Enterprise Enabler brings to the table

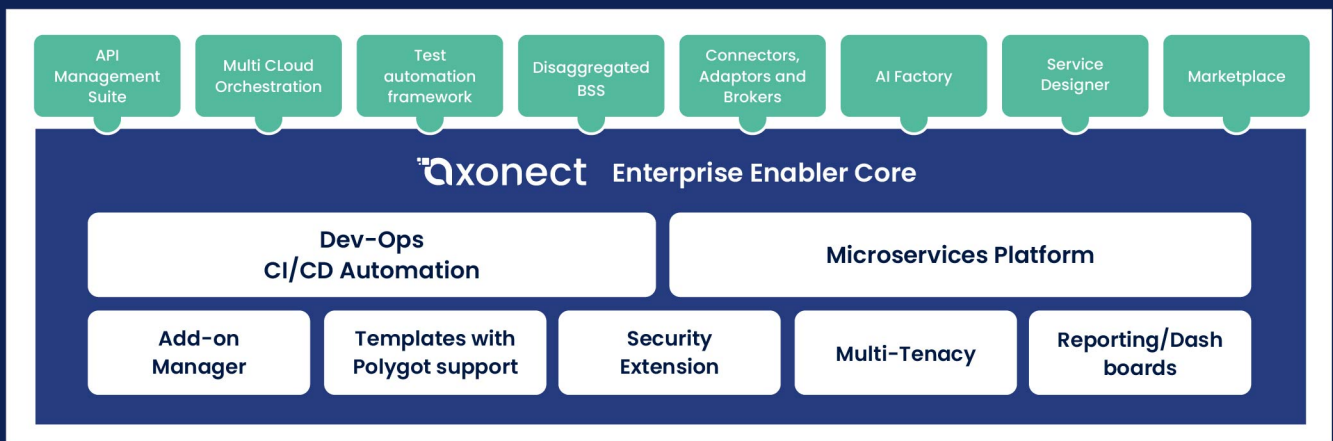
API GOVERNANCE	MICROSERVICE	AUTOMATION	TEST AUTOMATION	MONITORING DASHBOARD	CONNECTORS AND ADAPTERS
Simple Secure	Simple Secure	Simple Secure	Simple Secure	Simple Secure	Simple Secure

Solution Architecture



1. At the bottom lies the systems of the customer. These are mostly BSS Systems.
2. Above that are the connectors which can connect these legacy systems to create API Gateways.
3. Above that is the API Gateway which exposes the APIs for internal and 3rd party application integrations.
4. At the top are the digital channels of the customer and the partners/customers. They are connected through the API Gateway.
5. DTE Control Pane is features which are enabled by Axonect Enterprise Enabler to enable the features.
6. On the bottom left is the supported infrastructure types. AEE supports On-Prem, Cloud as well as Hybrid.
7. On the top right is the Axonect Marketplace which enables the customer to monetise their products/services and expose them to external parties.

Below is the simplified modular diagram with AEE's core features



“ Axiata's digital transformation journey persisted throughout 2022, with a strong emphasis on five key areas: products and services, external interfaces, internal processes, infrastructure and platforms, and fostering a digital culture and mindset. At the heart of our digitization efforts and progress lies the Axonect Enterprise Enabler (AEE), an enterprise transformation enabler platform developed by Asia Digital Labs. The AEE has empowered teams within Axiata to embrace global trends, deliver exceptional products, and delight consumers. With a vast array of over 2000 microservices and numerous APIs, Axiata has opened its networks and digital offerings to both internal and external innovation. By embracing machine learning, data, and AI technologies, we have achieved significant reductions in IT costs and accelerated the speed at which we bring products and services to market. As a result, Axiata has transformed itself into an agile IT organization that aligns with global standards, enabling us to showcase our capabilities and engage developers and ecosystem players from around the world to partake in our transformative journey.

Dr. Hans Wijayasuriya

Group Executive Director & Chief Executive
Officer of Telecommunications Business



“ The AEE Platform has been instrumental in the development of 8 robust enterprise applications, consisting of over 150 microservices within a dozen of days to capitalize on diverse opportunities. The AEE platform helps these applications to seamlessly integrate with core systems and customer facing channels, ensuring a smooth user experience. AEE has also facilitated the integration of third-party applications, expanding the platform's capabilities.



“ Celcom experienced a seamless digital transformation journey with Celcom's Magento program powered by ADL's Axonect Enterprise Enabler (AEE) platform. AEE's innovative features, such as low-code-no-code, microservices development platform and TM forum certified APIs adaptor layer, simplify integration with core systems and boost engineering efficiency.



“ AEE played a crucial role in enabling a seamless migration from OCS 3.3 to CBS 5.6 by converting and routing protocols and traffic, ensuring a transparent and hassle-free transition. The successful cloud migration had opened new possibilities for integration across more than 12+ enterprise applications, featuring an impressive array of over 400 new business functions.



About Axonect

Axonect is a suite of Digital Transformation products designed for the telco industry that enables MNOs to rapidly develop and deploy new services, positioning telcos to become more agile, innovative, and efficient. Axonect enables MNOs accelerate the journey from Telco to TechCo. Axonect boasts of a combination of innovative products built by telco specialist digital engineers to deliver cost-effective solutions to our clients.

Axonect enables telcos to reduce costs, rapidly launch new services and scale their operations to meet evolving customer needs.



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