

Case Study: Successful Evaluation of a Modern Subscription Management Solution for easybell GmbH

Challenge: A Monolithic Legacy System as a Brake on Innovation

easybell GmbH, a high-growth telecommunications company, faced a decisive challenge: its existing subscription management was based on an evolved, monolithic architecture that was barely maintainable. Every minor adjustment led to unpredictable errors in other areas – a classic problem of lacking process isolation in monolithic systems.

To ensure competitiveness and further scalability, a fundamental modernization was necessary. The goals were:

- Reduction of operational complexity
- Acceleration of time-to-market for new products
- Improvement of the customer experience
- Minimization of manual processes through automation

Our Approach: Structured Decision-Making

We were commissioned to conduct an independent evaluation for a new subscription management solution. The focus was on creating a sound decision-making basis for management, based on an objective analysis and realistic economic calculations.

Three strategic options were under discussion:

1. **Make:** In-house development of a tailored solution.
2. **Best-of-Breed:** A combination of specialized systems for maximum flexibility.
3. **One-Size-Fits-All:** Use of a comprehensive platform to reduce interfaces.

Methodology: From Analysis to Recommendation

- **Requirements Analysis:** We developed detailed technical and business requirements to create clarity regarding must-haves and nice-to-haves.
- **Vendor Evaluation:** Various solutions were assessed regarding functional scope, integration capabilities, and scalability – without drawing premature conclusions.
- **Sandbox Testing:** I validated the practical suitability of the solutions in realistic test environments.
- **ROI Calculation:** Based on identified efficiency gains and cost savings, I created a robust economic feasibility analysis.

Results: Clarity for easybell

Through our structured consulting, easybell was able to make a well-founded decision. The evaluation clearly highlighted the strengths and weaknesses of the respective options, particularly regarding:

- **Efficiency Increase:** Potential of over €126,000 per year through reduced manual effort and optimized workflows.
- **Cost Reduction:** Annual savings of €42,000 through error reduction and lower maintenance requirements.
- **Revenue Growth:** Improved customer experience with an estimated added value of €200,000 annually.
- **Compliance Security:** Avoidance of risks valued at €45,000 through optimized process documentation.

The total annual benefit amounts to an impressive >€400,000.

Customer Feedback: Independent Expertise as a Success Factor *"Thanks to the structured and independent consulting provided by It's compiling, we were able to make a well-founded decision for the future direction of our subscription management. His expertise helped us clearly evaluate technical and economic factors and identify a solution that optimally supports our long-term goals."* **Martin Huth, CTO, easybell GmbH**

Conclusion: Decisions Based on Clarity and Facts

Our independent consulting not only helped easybell choose the right strategic direction but also strengthened the confidence that this decision is sustainable and future-proof.

Through our expertise, we were able to make the decision-making process efficient and ensure that all relevant stakeholders, from the Product Owner to the CTO, gained a common understanding of the strategic options.

Are you also looking for clarity in complex technology decisions?

We will support you in setting the right course for your digital future.