



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

Challenge: A Monolithic Legacy System as an Innovation Bottleneck

easybell GmbH, a rapidly growing telecommunications provider, faced a critical challenge: their existing subscription management was built on a sprawling, monolithic architecture that had become increasingly unmaintainable. Even minor changes led to unpredictable errors in unrelated areas — a textbook example of poor process separation in monolithic systems.

To remain competitive and scale effectively, a comprehensive modernization was required. The key goals were:

- **Reducing operational complexity**
- **Accelerating time-to-market for new products**
- **Enhancing the customer experience**
- **Minimizing manual processes through automation**

My Approach: Structured Decision-Making

I was commissioned to conduct an independent evaluation of a new subscription management solution. The focus was on providing a sound decision-making foundation for the executive team — based on objective analysis and realistic ROI calculations.

Three strategic options were considered:

1. **Make** – Develop a fully customized solution in-house
2. **Best-of-Breed** – Combine specialized systems for maximum flexibility
3. **One-Size-Fits-All** – Implement a comprehensive platform to reduce interface complexity

Process: From Analysis to Recommendation

- **Requirements Analysis:** I defined the technical and business requirements in detail to clearly distinguish between must-haves and nice-to-haves.
- **Vendor Evaluation:** I assessed a range of solutions based on functionality, integration capability, and scalability — without jumping to conclusions.
- **Sandbox Testing:** Real-world test environments were used to validate each solution's practicality and performance.
- **ROI Calculation:** I developed a solid economic model based on quantifiable efficiency gains and cost savings.

Results: Clarity for easybell

Thanks to my structured consulting approach, easybell was able to make a confident and well-informed strategic decision. The evaluation clearly highlighted the strengths and weaknesses of each option, particularly regarding:

- **Efficiency Gains** – Over **€126,000** in annual savings through automation and optimized workflows
- **Cost Reductions** – **€42,000** saved per year via lower error rates and reduced maintenance needs
- **Revenue Growth** – An improved customer experience projected to yield **€200,000** in additional annual revenue
- **Compliance Assurance** – Risk avoidance valued at **€45,000** due to enhanced process documentation

Total annual benefit: **over €400,000**

Client Feedback: Independent Expertise as a Success Factor

“Thanks to Gero Grams’ structured and unbiased consulting, we were able to make a well-founded decision for the future of our subscription management. His expertise helped us evaluate both technical and economic factors and identify a

solution that best supports our long-term goals.”

Martin Huth, CTO, easybell GmbH

Conclusion: Decisions Based on Clarity and Facts

My independent advisory services enabled easybell not only to choose the right strategic path but also to strengthen internal confidence in the long-term sustainability of that decision.

By facilitating an efficient and transparent decision-making process, I ensured that all stakeholders — from Product Owners to the CTO — shared a common understanding of the available options.

Are you facing complex technology decisions and seeking clarity? Let's work together to set the right course for your digital future.