

Success Story

# How Lifecycle helped SMARTY reinvent mobile credit



Getting credit back for unused data

## that's SMARTY

SMARTY wanted to create a new, simple and honest MVNO in 2017, offering unlimited Voice and SMS, and crediting subscribers for unused data.

Working in partnership with Lifecycle, SMARTY launched a new SIM-only mobile network in less than 6 months.

With automated billing, provisioning, CRM and reporting solutions from Lifecycle, they were able to offer customers the ability to cancel anytime or change plans monthly, with 100% transparent add-ons, unlimited UK standard calls and texts on all plans, as well as discounts on unused data.

### The Challenge



- To onward develop Lifecycle's Digital BSS platform to create billing mechanisms including a key data credit USP. To automate the whole process.
- To integrate with SMARTY's chosen partners, including Unipart, Adaptive Labs and Braintree.
- To bring this unique proposition to market in six months

# Why Lifecycle

SMARTY was looking for an experienced partner who could deliver its new customer proposition fast, reliably and securely with high levels of real-time third party integration.

Lifecycle was chosen because of its long history and expertise in this sector, as well as its industry-leading software, secure hosting solutions and specialist project management and technical support.

With a proven track record in delivering exciting new customer propositions in this market, SMARTY was convinced that Lifecycle would be able to deliver a solution within their aggressive timescales.

Customer security was a key consideration and SMARTY was impressed by Lifecycle's secure, resilient, high availability hosting centres.

They also liked Lifecycle's flexible and modular approach, which would support future business growth, whilst ensuring compliance with changing industry regulations.

## Evolving through partnership

"We started out with the ambition of launching SMARTY in summer 2017 and this wouldn't have been possible without the flexibility, expertise and dedication Lifecycle showed throughout the project. We really wanted this venture to evolve through partnerships rather than traditional vendor relationships and build something we were really proud of and I definitely feel we achieved that"

Elin McLean  
General Manager, SMARTY



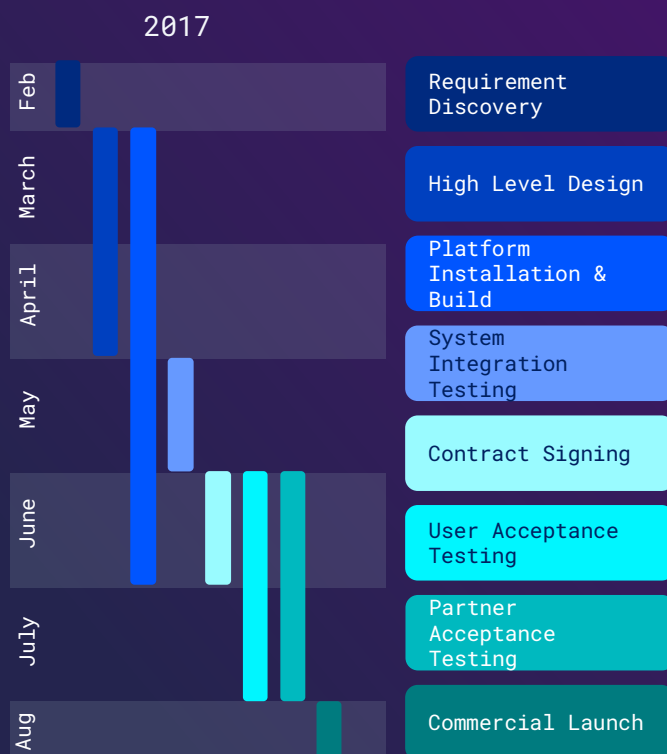
# The journey

Lifecycle quickly became a trusted partner whose input and extensive industry knowledge were greatly valued.

Lifecycle's project specialists helped SMARTY understand the software functionality and they worked closely together on solution design and delivery.

Analysts initially defined and documented requirements. Once defined and agreed, the multi-disciplinary development team and testers started work.

The expert projects team ensured the solution was delivered on time and managed changes or additions throughout the project.



Pre pay  
No contracts



Transparency  
and control



Simple price  
structures



Great value for  
consumers

## Meeting SMARTY's needs

SMARTY had very aggressive launch timescales, yet with Lifecycle's support as part of the team, they launched on time with something very different in today's crowded MVNO market place.

The launch campaign focused on unused data credits.

SMARTY has since seen steady and sustained subscriber growth, with fantastic customer feedback on their USPs.

# The value

Lifecycle worked in partnership with SMARTY to deliver a secure, scalable, automated solution in very aggressive timescales.

SMARTY was built through agile development. Working with a number of key business partners, Lifecycle adopted a flexible approach and developed a solution that could seamlessly integrate into many different third party systems, with high levels of automation and integrity.

Lifecycle's attention to detail, product knowledge, industry experience and pragmatic approach ensured that alternative approaches were highlighted throughout the project to achieve outcomes more quickly and cost effectively.

Post-launch, Lifecycle continuously monitors systems, undertakes quality checks, and manages any queries or incidents that arise.



## SMARTY – a successful brand

**33%**

Growth in customer base, 2022

**4.1/5**

rating on Trustpilot

**99.95%**

of transactions are automated

**13,750**

subscribers per employee



# Why Lifecycle?



Automate and win with unprecedented levels of efficiency



Master the digital experience with total customer centricity



Lead the market with the ultimate tech stack



We bridge imagination and connectivity

## Our success metrics

**1150**  
**/second**

Transactions per second, totalling 3BN month

**Milli-**  
**seconds**

CCS processing time

**1000s**

of workflows

**4.2/5**

Avg Trustpilot rating for our telecom customers

**13750:1**

Subscribers per employee at SMARTY

## Is your business set up for success?

We are experts at unlocking fresh possibilities in telecoms with our award winning digital and innovative telecom solutions.

Get in touch with our team of innovators, lets create something bold and new.

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