Our Partnership with vodafone

Since 2017 we have worked with you on major programmes of technological digital innovation.

We understand the impact of short and long-term change across technology, people, and processes. We deliver successful outcomes by effectively harnessing and enabling it.

MMT

November 2016

MMT BEGINS WORKING WITH VODAFONE

Re-Invent Digital Transformation Starts
Ian Greentree, Jenish Chandracim, and Owen Ayres join the Programme. MMT begin working closely with many teams to improve operational processes, and deliver work like newly designed shop pages for the UX/UI Team.

Agile Transformation

Experience & Design

Web Engineering

2017

START OF THE DIGITAL INFRASTRUCTURE PROGRAMME

Vodafone engages MMT for Cloud Engineering
Vishal Vazkar joins the team. A multi-year programme of work begins, focusing on process optimisation, cost savings, cost reductions, and efficiencies.
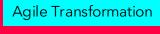
Cloud Engineering

2017

DIGITAL TRANSFORMATION CONTINUES

Significant Architecture Development and Elevation
Introduction of Microservices and Containerization, React Front End, and the first component library! The first shop journeys using React and Microservices are built.

Agile Transformation   Web Engineering

Experience & Design   Cloud Engineering

VOXI

2018
MMT ENABLES THE LAUNCH OF VOXI

End-to-end business collaboration

In just 6 months, MMT ideated and built an innovative and scalable web platform to transform Vodafone's business with the launch of VOXI. We implemented latest SEO technical considerations to launch with maximum organic search visibility.

We connected the key Vodafone departments to ensure launch and ongoing success: Marketing, Branding, Legal, Customer Care, IT, Commercial, and Network Teams.

41% increase in orders from organic search.

54% uplift in organic search traffic.

Integrated Teams	Web Engineering
Experience & Design	Efficient Operations
Scale & Speed	Customer-First Sales

2018
TRULY ENGAGING CUSTOMER EXPERIENCES: TOBi CHATBOT

UK's first telecoms Chatbot to offer a complete, integrated, AI-enabled ecommerce journey

Vodafone was seeing a big dropout rate during the checkout process when customers were purchasing SIM-only plans. We developed an innovative chatbot solution to improve success rates and satisfaction.

47% reduction in time to checkout, vs the Website.

100% increase in Conversion Rate, from Basket to Checkout.

80+ Net Promotor Score, achieving widespread Advocacy.

3x Major Industry Awards

🏆 **Best Customer Experience: TOBi Sales Chatbot**
Marketing Week Masters

🏅 **Most Effective Use of AI for Business Optimisation**
Campaign Tech Awards

🎖 **AI Project of the Year: TOBi Sales Chatbot**
Computing Digital Tech Leaders Awards

World Class Innovation

SUBSTANTIAL INFRASTRUCTURE OUTCOMES REALISED

MMT delivers significant cost control action

Since 2017-2018, MMT has worked with Vodafone to unlock process optimisation, cost savings, cost reductions, and efficiencies, to drive a Future-Fit Digital operation for years to come!

Agile Transformation	Web Engineering
Experience & Design	Efficient Operations
Scale & Speed	Cloud Engineering

70% reduction in hosting costs.

85% reduction in monthly infrastructure cost.

2,688x faster environment set up: from 8 weeks to 33 minutes.

£17,000 saved per Environment, per month.

96x reduced engineer effort for App Deployment: from 24 hours to 15 minutes!

480x faster environment release, to live: from 8 hours to 2 minutes.

£2,040,000 saved with initial actions and elevations, per year.

2.9 tons of CO2 saved in Q4, with 33.2 tons offset.

1x Major Industry Awards

Best Use of DevOps Technology
DevOps Industry Awards

EVOLUTION OF MICROSITE ARCHITECTURE & THE TEAM

Balancing Customer and Business needs

MMT enables and supports customers with technically robust and operationally silent sales journeys. Moreover, we were able to validate and prove value in expanding the Digital operation, to continue ensuring Vodafone remains future-fit: capacity, capability, consistency.

40+ new, efficient Microsites.

Web Engineering

2020-21
MAJOR CAPABILITY AND
CAPACITY INCREASES REALISED

MMT delivers more transformative digital progress
Additional significant infrastructure developments were designed and implemented, to ensure the success of several critical sales events across the calendar. MMT continues to enable success for key Vodafone products and services, and for Customers.

For example, the iPhone Platinum Launch Day Event

50% more transactions per second vs 2019.

740% increase in subsequent page views vs BAU.

250% increases in subsequent API calls vs BAU.

3,700% increases in page requests vs BAU.

53.7 million requests supported across Digital in only 5 hours.

2020 - 2021

Zero manual scaling interventions and no infrastructure outages!

Cloud Engineering   Web Engineering   Scale & Speed   Customer-First Sales

2x Major Industry Awards

Best DevOps Transformation
DevOps Excellence Awards

Partnership of the Year: Vodafone x MMT
Real IT Awards

vodafone
EVO

2021
DELIVERY OF A
MARKET-LEADING PROPOSITION

MMT delivers the Vodafone EVO platform
Customers now have access to the biggest trade-in proposition in Vodafone's history and can benefit from Vodafone more than ever before. Vodafone now has another key mechanism for generating significant revenue, while also progressing sustainability commitments.

Cloud Engineering   Web Engineering

Scale & Speed   Customer-First Sales

2022

MMT PREVENTS A MAJOR CUSTOMER INCIDENT WITH VODAFONE

MMT saves the day for the iPhone 14 launch

The iPhone 14 launch was marred by a complete failure and blackout from third party dependencies, just as the launch event began. MMT worked through the day and night, quickly installing fixes and solutions to ensure Vodafone did not lose thousands of orders, vast revenue, and Customer sentiment.

7000+ orders saved, recovered, and processed.

£millions in revenue saved.

Cloud Engineering   Web Engineering

Integrated Teams

Industry-Leading NPS Results

Vodafone scored MMT a 93 (Q1) and a 92 (Q3) in 2022 Net Promoter Score surveys, across ~20 stakeholders.

2022

INTRODUCTION OF MICRO FRONT ENDS / FEDERATED MODULES

The culmination of work that began in 2021

Vodafone now has a blueprint to quickly and dynamically deliver Customers increasingly tailored web pages, supporting world-class experiences across their biggest product sales journeys. Results and impact is pending, but initially we are seeing substantial improvements compared to before the introduction. We have also been able to use this to support global re-use and scalability, through development of a standardized and easy-to-replicate framework.

Agile Transformation   Web Engineering

Experience & Design   Efficient Operations

Scale & Speed   Customer-First Sales

2022

MMT DESIGNS AND DELIVERS REAL-TIME INCIDENT MONITORING

Fast problem identification, fast responses and fixes

Custom dashboarding across Vodafone's critically important products, identifying exact points of failure and alerting to ensure fast fixes to remove revenue blockers.

Cloud Engineering   Web Engineering

Issue Resolution   Efficient Operations

2023

"CAVENDISH" GOES LIVE!

Unlocking the power of Retail Logistics
Vodafone partnered with MMT to develop a bespoke tool to unlock Vodafone's immense retail potential and manage the influx of customers, using new cost-effective cloud-powered software with improved responsiveness, automations, and observability. For the first time Vodafone can now surface data in a way that is groundbreaking to the business. The data captured through Cavendish has given Vodafone a previously inaccessible insight into new trends and new business opportunities, at a fraction of the previous costs!

74% reduction in delivery and infrastructure costs.

96% reduction in infrastructure-only costs.

65% reduction in project costs.

Retail Logistics

Decisioning Power

Cloud Engineering

Efficient Operations

2x Major Industry Awards

🎗 **Best DevOps Cloud Project: "Cavendish"**
DevOps Excellence Awards

🏆 **Best Enterprise Tech Project: "Cavendish"**
National Technology Awards

2023

HARDENING AND SECURING

Reducing vulnerabilities and secret exposure
Significant work completed to reduce vulnerabilities across Client-Facing, Critical Product, and Enterprise applications. Knowledge proliferated across the engineering teams to keep it that way.

31% decrease in vulnerabilities for Enterprise channels.

71% decrease in vulnerabilities for customer-facing eShop.

100% decrease in vulnerabilities for 2 critical team areas.

Web Engineering

End-to-End Security

2023
RECORD BREAKING SUCCESS THROUGH CUSTOMER EXPERIENCE IMPROVEMENTS

MMT continues to deliver transformative digital progress
We took further significant steps to design and deploy industry-leading infrastructure developments, greatly increasing performance again. MMT continues to be key in driving success for Vodafone's products, services, key launch events, and in delivering world-class Customer experiences.

For example, the iPhone Platinum Launch Day Event

2x — more concurrent traffic, absolutely no holding pages!

£millions+ — in revenue in just 12 hours – record breaking!

No Issues! — operationally silent: no blackouts or downtime.

Cloud Engineering

Web Engineering

Scale & Speed

Customer-First Sales

Industry-Leading NPS Results, again!

Vodafone scored MMT a 93 (Q2) and a 95 (Q4) in 2023 Net Promoter Score surveys, across ~20 stakeholders.

2023
VODAFONE'S GLOBAL CLOUD PLATFORM "TaaS" GOES LIVE

Supporting Vodafone's Tech Company Vision
MMT have actively architected, enabled, and supported Vodafone's key Tech 2025 mission (and beyond) by playing critically important roles in innovative Cloud deployments. As yet, the full commercial impact is yet to be realised, but naturally these projects greatly increase Vodafone's capability to monetise tech and generate revenue.

Transformation

Experience & Design

Scale & Speed

Web Engineering

Efficient Operations

Cloud Engineering

2023
PR Environments rolled out across the whole of Digital

Large-scale technical elevation
Reduction in cycle time, coupled with large code quality improvements (and assurances moving forward). Reduced time to Production. Results will be available soon!

2024

PREVENTING COMMERCIAL LOSS

Significantly reducing fraudulent orders
Through the implementation of a leading SaaS solution, iovation, we worked with Vodafone colleagues to better expose online fraudsters ready for the crucial Christmas '23 and New Year '24 sales periods. Fraudulent orders fell sharply, and commercial losses reduced accordingly! This also eased the burden on the front-line fraud team at one of the busiest times of the year. We are now exploring behaviour-driven measures to continue this success and will work with the Credit Risk team to implement new rules to identify fraudulent orders.

Web Engineering	End-to-End Security
Retail Logistics	

2024

ANNUAL CLOUD COST SAVINGS OF OVER £1.8m (forecast)

Driving down the cost of doing business
At the start of 2024 we led on the implementation of a series of optimisations aimed at modernizing and optimizing the FinOps journey. We directly supported improvements to velocity and unitary cost of delivery, as well as a suite of operational and effort efficiencies with related commercial benefits. This will continue driving forward Vodafone's Sustainable Cloud Transformation and the attainment of the ongoing TechCo mission objectives.

LaunchDarkly →

IDC Future Enterprise Awards

200 hours of effort saved per month!

£900k saved in cloud costs, in just 2 Quarters.

FinOps	Transformation
Sustainability	Cloud Engineering

2024

NOTEWORTHY WORKFLOW IMPROVEMENTS

Integrating the right tools to continue driving excellence
Bringing in the right partners, technology, and tooling can lead to some very successful outcomes. Even better when those outcomes are recognised as leading the way at the IDC Future Enterprise Awards, where we supported Vodafone in achieving First Runner-Up in the Future of Digital Infrastructure EMEA category, for work with LaunchDarkly.

Transformation	Efficient Operations

2024+

VODAFONE CONTINUES REALISING IMPACT AND VALUE BY WORKING WITH MMT

Results that have been many years in the making

MMT has partnered with Vodafone for 8 years. During this time, as seen in this timeline of success, we have delivered and supported a vast amount of cost saving, cost reduction, efficiency, and revenue generation success. Our partnership is truly impactful.

Other examples of MMT-supported and enabled outcomes include:

+15% increase in sales mix (43%); Digital now the main sales channel.

£1million+ in savings from Contentful migration in the UK.

Globalised Design System, 500+ consumers across 8 Markets.

Agile Transformation	Web Engineering
Experience & Design	Efficient Operations
Scale & Speed	Cloud Engineering

The Future

The journey continues…