



Route Mobile Sharpens Competitive Edge with VMware Cloud Solutions

Route Mobile is a leading cloud communication platform provider, catering to enterprises, over-the-top (OTT) players and mobile network operators (MNO). RML enterprise communication services include smart solutions in messaging, voice, email and SMS filtering, analytics and monetization. The company is headquartered in Mumbai, India, with a global presence in Asia Pacific, the Middle East, Africa, Europe and North America.

Industry

Telecommunications

Partner

Wysetek is a leading technology solutions provider and digital transformation partner in the technology space. The partner's focus lies in the strong relationships built with clients and partners through the tailored IT solutions that stand out from the rest.

VMware footprint

- VMware Cloud™ on AWS

Route Mobile (RML) helps clients build deeper engagement with its customers by providing a frictionless user experience based on the Communication Platforms as a Service (CPaaS) principle. To be the leader of choice for OTT communication among enterprises, Internet brands, and mobile operators in the Asia Pacific region, RML must maintain maximum uptime, greater agility and lower manual intervention to improve customer experience and satisfaction. To mitigate challenges from increased infrastructure and maintenance costs to third party dependencies and limited availability of private hosting services, RML focused its attention on cloud-based solutions from VMware that offer agile, consumption-based infrastructure with strong operational control.

Dynamic storage for superior client delivery

Infusing conversational AI to integrate effortlessly with existing applications and systems, Route Mobile enriches the quality of interactions on existing communication channels, driving more conversions while boosting customer satisfaction and retention. As RML continued its expansion across new markets and regions in Asia Pacific, the company faced major challenges in hardware and software maintenance and scalability. The requirement for an agile, consumption-based infrastructure with operational control, cost efficiencies and ease of deployment was the need of the hour.

“Route Mobile is a key player in the CPaaS value chain creating significant value for enterprises through its technology expertise and geographical reach. A robust and scalable digital environment allows us to offer customers a reliable, unified digital communication solution translating into a superb customer experience globally.”

Mr. Ramesh Helaiya, CTO, Route Mobile



For new implementations at RML, assigning skilled manpower, which already was a scarcity in Singapore, posed a challenge. In addition, managing upgrades, security patches, and maintenance downtime resulted in reduced efficiencies and increasing costs, posing serious impediments to growth at RML. To meet the company's sustainability goals, RML was searching for a solution that has a lower carbon footprint and a better ROI in comparison to the existing platform.

Reducing time to market and lowering the cost of entry into new markets

Wysetek, as an existing technology partner for RML, understood its business, challenges and goals. The existing configuration included a 90 percent VMware stack on-premises with RML looking at migrating the entire workload to the AWS native cloud. After detailed discussions, assessments, and understanding of the future state and right sizing requirement of the business, Wysetek, along with the VMware India team, made a compelling business case for a VMware Cloud on AWS solution, showcasing its benefits in comparison to the native cloud option.

The VMware Cloud on AWS solution complied with the Singapore Industry Standards and would enable RML to host its business applications seamlessly without any reskilling of manpower or downtime. Along with the elastic disaster recovery feature of VMware Cloud on AWS, RML would also be able to easily scale up or down as per the business requirement.

Wysetek was the on-ground partner for the VMware installation. The partner has the expertise to create

innovative, better-performing, and cost-effective cloud storage solutions, which led RML to use Wysetek in its digital transformation journey. In addition, the partner's deep understanding of the RML business dynamics, on-demand computing requirements, unique domain and technology expertise, skillset, and on-ground support and logistics during the implementation ensured a smooth transition with minimal downtime.

Given an earlier association with VMware, building an integrated VMware Cloud on AWS gave RML the assurance it needed on the stability of the solution. Post the migration, the RML team gained more control, visibility and insights and uses these real-time KPIs and metrics to experience better results. With Wysetek managing and supporting its Singapore data center operations from Mumbai, the migration has resulted in achieving RML business goals while staying cost-effective.

“By migrating the management of the data center to Mumbai, the RML team reduced its dependency on third party vendors or teams to manage upgrades or patch upgrades. By adopting VMware Cloud on AWS, ease of manageability which was the main pain point for RML has been resolved.”

Mr. Rahul Nalwade, Enterprise Sales, Wysetek

VMware multi-cloud solutions simplify operations

Today, RML runs on a comprehensive, cloud-based platform that can migrate workloads faster and modernize applications, allowing the business to deliver consistent and reliable service to clients while maintaining tight control of costs. The team can easily increase or decrease scale depending on client demand without much effort. With an built-in resilience and recovery for sporadic high loads, cyberattacks, or hardware failures, RML ensures consistency in operations. In addition, the low latency, security, automated customer support, intuitive or predictive customer preferences, and the option of omnichannel digital experience offered to clients and their customers have ensured high retention and an increased footprint in Singapore.



Moving to VMware Cloud on AWS allowed RML the quickest transition and lowest cost to cloud-based infrastructure. With multi-cloud solutions from VMware, RML today can increase or decrease nodes, migrate without recoding apps, and modernize infrastructure. This flexibility improves service levels to clients and is a key driver in the RML technology and business transformation.

“Upgrading to a scalable platform like VMware Cloud on AWS supported by robust infrastructure, Route Mobile is able to support the business focus on product expansion, accelerated adoption of digital communication updates and solutions and omni channel platform capabilities to create deeper customer engagement.”

Mr. Ramesh Helaiya, CTO, Route Mobile

Consistent multi-cloud infrastructure modernizes the RML enterprise app

Today, 90 percent of the RML infrastructure is on VMware, and RML can manage its cloud-based resources with familiar VMware tools. Critical business workloads for Singapore AWS Regions are managed from Mumbai, allowing for application interoperability. Also, short-term projects and development test environments projects are efficiently managed out of Mumbai for both regions. This has resulted in reduced costs, improved productivity, lower downtime and controlled scalability, giving RML the bandwidth it needs to grow with VMware Cloud solutions.

Post-migration, RML has ensured 100 percent application availability among its clients' customers, with the platform successfully managing more than 30.31 billion billable transactions last year. RML has seen a 20 percent increase in its market share and is currently estimating revenue growth of 30 percent year-over-year.

RML transforms apps on the cloud

To meet growth demands, RML can host business applications at the click of a mouse. Today, adding a new application or service and increasing or decreasing nodes is simple and fast, making the business sharp and enabling a faster go-to-market strategy.

VMware Cloud on AWS infrastructure solution provides RML telecom clients with the speed, efficiency, and business agility required to successfully transform enterprise apps for the cloud.