In Memory Data Grid
Introduction – Our Company - OTE

CUSTOMER BASE – 2018

- FIXED ACCESS LINE CONNECTIONS: 2,650,995
- FIXED BROADBAND ACTIVE RETAIL SUBSCRIBERS: 1,896,336
- COSMOTE TV SUBSCRIBERS: 541,907
- MOBILE COMMUNICATIONS SUBSCRIBERS / GREECE: 7.9 mn
IT Architecture - Before

**Network Platforms**

**BACKEND SYSTEMS**
- OSM COM
- Siebel CRM Fixed
- Billing Mobile
- OSM SOM-TOM
- Billing Fixed
- SAP - ERP
- Oracle UCM
- Legacy Applications

**MIDDLEWARE**
- API Gateway
- Portal ATG
- App
- Wholesale
- MyCosmoView
- Mobile OC
- Siebel OC (Fixed)

**FRONTEND**

**Cosmote In Memory Data Grid**
COSMOTE in Memory Data Grid

- Intermediate layer of Customer Systems (OneApp, Portals, MyCosmoView etc.)
- Unified Information System providing Customer Data (fixed and mobile)
- Hiding the complexity and overcoming the limitations of a traditional architecture
CIMDG Architecture

Cosmote In-Memory Data Grid

1. Synchronization

1. Synchronization
CIMDG Architecture

1. Synchronization
2. Advance Replication

Cosmote In-Memory Data Grid
CIMDG Architecture

1. Synchronization
2. Advance Replication
3. Caching

Enterprise Service Bus

Aggregation layer

Portal
App
API Gateway
MyCosmoView

Cosmote In-Memory Data Grid

1. Golden Gate
2. CRM Fixed
3. Stage DB
4. GG HotCache
5. MyCosmoView
6. CRM Mobile
7. Billing
8. ERP
9. Cosmote ID
10. UCM
1. Synchronization
2. Advance Replication
3. Caching
4. Aggregation layer
What we wanted to achieve and we have achieved

The Principles

- **Always on, always available** for all Digital Channels and main agents applications
- Increased **Performance** and **Throughput for best CX** in a world that customer does not want to wait in his interaction with COSMOTE
- **Future proof** solution, build something that will be here also in the next years in an Digital and IT world which is continuously changing
- Support all the **important business digital vision** without reaching a dead-end with COSMOTE IT Infrastructure
**IT Benefits**
- Faster response time
- Bigger throughput
- High performance
- High availability

**Financial Benefits**
- Hardware Infrastructure
- Operational support
- Licenses of third party vendors

**Business Benefits**
- Easy to scale allowing the support of increased number of new users and new functionalities
- Digitalization of processes – minimizing customer calls and physical presence at COSMOTE’s shops
- Zero downtime for Customer Systems
Statistics

- A total of 70 Services online
- More than 200 replicated tables
- More than 0.5TB of Cached Data

85% of sync calls are routed to COSMOTE in Memory Data Grid

- ~Complete Customer View: Customer Info, Assets, Tickets, Offers, Orders, Interactions
- 10 Source Systems: CRM Fixed, CRM Mobile, UCM, ePOS, Geneva, IRM, UIM, ERP SAP, BSCS, Prometheas

~20M Service Calls / day
~17ms response on Aggregation layer

“COSMOTE In Memory Data Grid has become an indispensable part of our architecture”
Thank you!