

how Lifecycle helped SMARTY reinvent mobile credit

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## getting credit back for unused data, that's SMARTY

### the SMARTY story

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

They were looking for a partner to help bring this unique proposition to market in very aggressive timescales.

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

With bespoke, 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 standard ALLinONE platform to create new bespoke 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 a super aggressive six month conception to live window.

## 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 bespoke and new 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.



integrated



robust



scalable



automated



futureproof



agile

“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.

**innovation, collaboration  
and agility supports  
growth**

## 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.

## about Lifecycle Software

Lifecycle makes all in one customer lifecycle management easy, with over 20 years of experience supporting new to market and established telecoms providers with billing, provisioning, CRM and reporting tools. We deliver bespoke and intelligent business solutions that are fully compliant with legal regulations, through our specialist project knowledge, agile development processes, innovative product design, investment in R&D and creative hosting solutions.

Lifecycle supports new MVNOs from launch and is trusted by established brands to deliver applications that support growth.



Could your business reinvent an industry?

If you think you would benefit from the services we offer, or require the technical expertise to enable an innovative business idea, contact Lifecycle via [info@lifecycle-software.com](mailto:info@lifecycle-software.com) or call us on 01635 553400 to start the conversation.