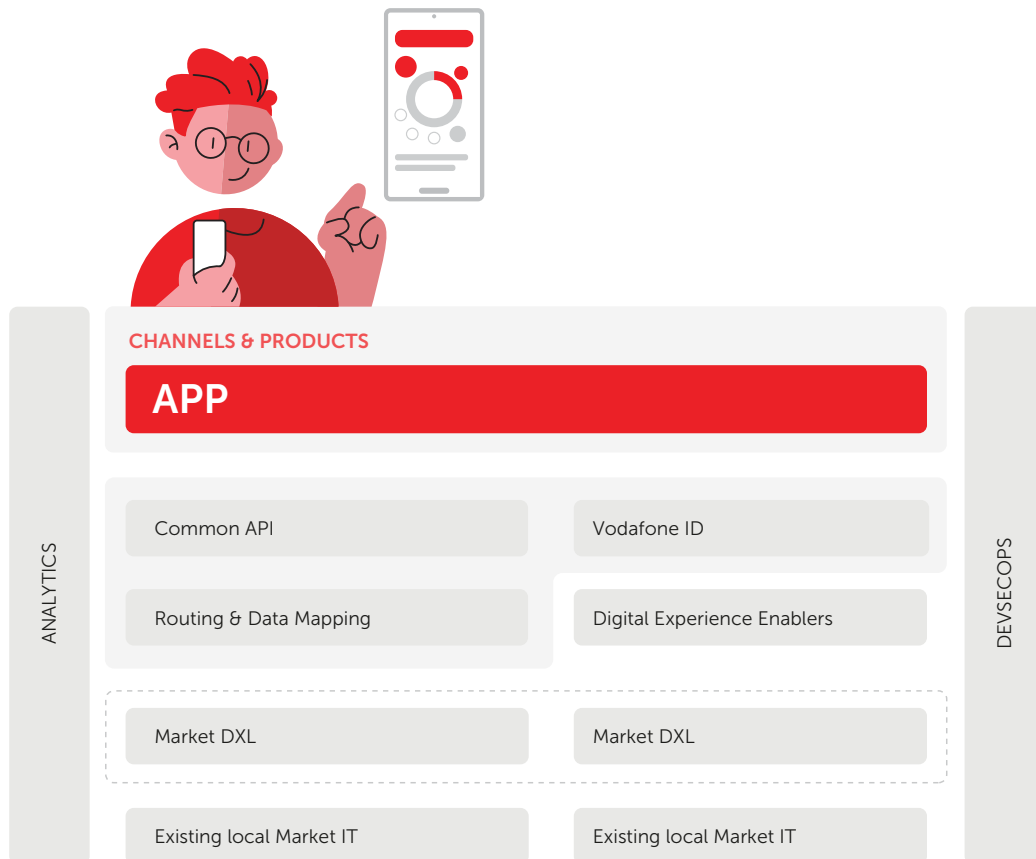


A single application for multiple markets

In a partnership with Celfocus, Vodafone Group developed OneApp, an EU Cluster initiative to build a single application using a single codebase for multiple markets. The first wave of the project has already been implemented in Vodafone Portugal, Ireland, and Albania.



CHALLENGE

Vodafone Group wanted to replace its existing My Vodafone Apps, which had historically been provided in isolation by each local market and operated differently from one another.

The operator needed a single application that could simplify, accelerate, and create maximum value while continuing to provide commercial flexibility to the markets.






SOLUTION




Developed with the support of Celfocus, OneApp is a single, multi-tenant mobile application, that provides common market and local market-specific features. It brings together not just a new App, but a new integration layer (ITaaP) for common business logic and API routing.

This global solution unlocks:

- A single development roadmap, delivered by a single team.
- A single design to meet the same customer journey.
- A single and harmonised way to communicate with local market systems.

BENEFITS

-  Enhanced customer experience
-  Faster time-to-market of new features >70% estimation
-  Increased delivery capacity 100% - 200% estimation
-  Increased development efficiency >60% estimation
-  Reduced costs from the duplication of tooling infrastructure and licensing

-  Improved collaboration between organisations, even when teams utilise different tools
-  Operational improvements
-  Higher degree of consistency /standardisation across OneApp components