



## CASE STUDY AT&T

**How AT&T forecasted cost savings in the millions as well as a dramatic reduction in the need for developers**



AT&T is one of the world's largest telecommunications companies, ranking in the top 100 of Fortune 500, and provides mobile and home phone services in the United States. Since 2018, they have been the parent company of a mass media conglomerate, turning them into one of the world's largest media and entertainment companies in terms of revenue.

#### COMPANY SIZE

171 Billion USD

#### MARKETS

190

#### HEADQUARTERS

Dallas, Texas, United States

#### INDUSTRY

Telecommunications

#### BUSINESS MODEL

B2C, B2B

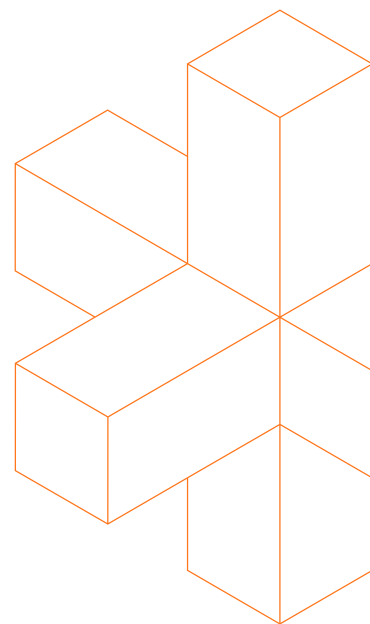
#### WORKED WITH PARTNERS

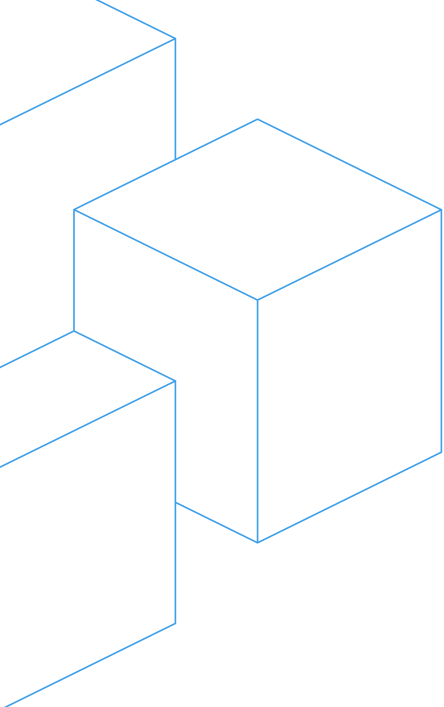
In-house integration,  
Adobe AEM, AWS

## The Challenge

More than 15 years ago, the multi-billion dollar telecommunications company purchased the ATG commerce platform (Oracle) to enable consumers to purchase phones and wireless plans online through the AT&T website.

Over time, the company obtained new media services in addition to phones and wireless plans, but their monolithic commerce platform was not built for true omnichannel selling, nor was it designed to communicate with completely different systems. In order to support cross-platform and cross-brand selling, it became clear to the digital leadership team that they needed to modernize and migrate to a more modern, agile architecture.





## The Solution

AT&T selected the commercetools cloud-native, API-first commerce platform. This gave them the flexibility to upsell and cross-sell on any of their online properties, as well as the agility to build and customize microservices to meet the needs of the business.



With AT&T's newfound flexibility to upsell and cross-sell on any of their websites, they were able to sell every 5th iPhone 12 in the US when they were first released.

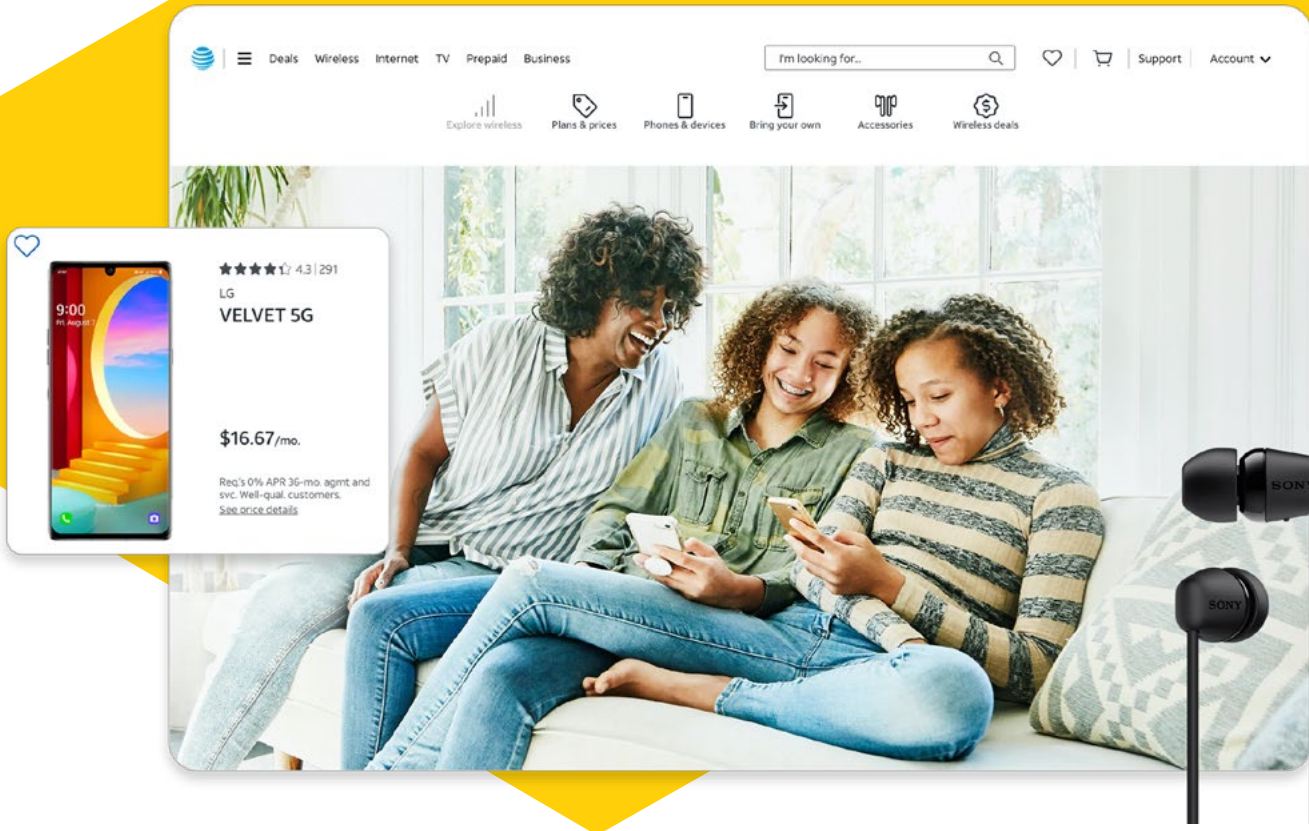
**DIRK HOERIG**  
CEO AND CO-FOUNDER, COMMERCETOOLS



## Why it was a success

These new capabilities decreased the number of customer calls and delivered shorter call times, allowing AT&T to reduce staff and enabling the company to predict USD 1.5 million/quarter in savings just in their call centers.

And, while it took hundreds of developers to build, replicate and test offers across disparate systems on their monolithic platform, the commercetools platform is able to push updates out across all systems automatically and seamlessly, using 75% less manpower.



## commercetools features for AT&T



### Centralized Platform for Products and Offers

Enables all sales channels to provide a wide variety of product types, bundles and promotions.



### Commerce in the Cloud

Cloud environment reduces cost of hardware, staff and time-to-market by as much as 75%.



### 100% Headless

Decoupling the backend increases the range of channels and touchpoints presented to customers.

## About commercetools



commercetools

commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. commercetools is one of the fastest growing enterprise software companies in Europe with 300 employees at its offices in Munich (HQ), Berlin, Jena (GER), Amsterdam (NL), London (UK), Zurich (CH), US Durham (NC), Singapore (SG), and Melbourne (AU). The cloud-native platform enables brands and retailers to build innovative shopping experiences across all touchpoints like web, mobile, voice, in-car and many more.