

“It works smoothly and easily,  
which was amazing.”

Herwig Kaltenhauser,  
Head of Cloud Automation  
Platform Technology



- **Company:** A1 Digital
- **Headquarters:** Austria
- **Industry:** Telecommunications
- **Web:** [www.a1.digital](http://www.a1.digital)
- **Operating countries:** 12 countries globally
- **Headcount:** 180
- **Customers:** 1528

Proprietary information of CloudBlue  
Do not distribute or duplicate without CloudBlue's expressed written permission.

## Challenge: Automating the whole ordering and fulfillment lifecycle across the supply chain

### Simplicity

A1 has reduced the complexity of its multi-level marketplace and lowered development costs

### Automation

A1 has automated 95% of their use cases, so service delivery can match customer demand

### Scale

A1 rapidly aggregated its business operations across 12 countries in Europe and Latin America

### Speed

By saving critical development time, A1 was able to launch their B2B marketplace in only 6 months

### Centralization

A1 has unified commerce activities for different currencies, languages, and customer billing specifications – all in one place