

SUCCESS STORY

Telstra – Maxim

Platform Transformation

Transforming a Mission Critical Customer Data Platform Through Secure Modernization & Zero-Disruption Delivery

Company Name

Telstra

Industry

Telecommunications

Location

Australia

Impact

Delivering enterprise transformation without business disruption

Application

Maxim (Siebel CRM)

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A CASE STUDY

Delivering Regulatory Compliance, Cloud Migration, and Enterprise Modernization Without Business Disruption

Background

Telstra is one of Australia's largest and most critical telecommunications providers - a company where system reliability isn't a preference, it's a given. At the heart of its customer operations sits Maxim, a Siebel CRM platform that manages the full spectrum of customer data: accounts, addresses, billing, service orders, and interaction history across millions of customers.

Maxim is not a peripheral system. It is deeply wired into Telstra's entire operational fabric - connected to billing platforms, order provisioning systems, workforce management tools, reporting engines, and more. When Maxim moves, everything connected to it moves with it.

The platform had been running on Siebel CRM IP8, deployed on legacy on-premise infrastructure. For years, this had been workable. Then the Australian Government changed the equation. A new regulatory mandate required all systems handling sensitive customer data to meet stricter data privacy and security standards. Maxim, in its existing state, did not meet those standards. Telstra needed a technology partner capable of transforming a mission-critical, deeply integrated, data-sensitive enterprise platform - on a fixed regulatory timeline, with zero room for disruption. That is the engagement Cubastion stepped into.

Problem Statement

Telstra faced a convergence of challenges that left no room for error: a fixed regulatory deadline, a mission-critical platform that could not be taken offline, a customer data environment with zero tolerance for loss or inconsistency, and a technology landscape deeply interconnected across the enterprise.

The objective was not simply to upgrade a CRM platform it was to modernize an entire customer data ecosystem while maintaining business continuity, preserving data integrity, and ensuring compliance with evolving government regulations.

Solution

Platform Upgrade & Ecosystem Realignment

CRM Upgrade from Siebel IP8 to IP20.6

The core Maxim application was upgraded to a modern Siebel version aligned with current enterprise standards, enhanced security capabilities, and cloud-ready architecture.

Full Integration Ecosystem Modernization

Every downstream system connected to Maxim was reviewed, realigned, and updated alongside the CRM upgrade, ensuring the entire ecosystem moved forward together without compatibility gaps.

Architectural Enhancements for Stability at Scale

Supporting architectural components were introduced within the integration landscape to regulate communication flows, improve resilience, and maintain stable interaction between modernized and legacy systems.

Security and Compliance Engineering

End-to-End Secure Communication

Enterprise-grade encryption was implemented across all system-to-system communication pathways, ensuring compliance with evolving government data protection requirements.

Security-First Architecture

The upgraded platform was designed with security and data protection at its core, strengthening controls and reducing exposure risks across the environment.

Cloud Migration and Infrastructure Transformation

On-Premise to Azure Migration

Maxim was successfully migrated from legacy infrastructure to Microsoft Azure, providing a scalable, resilient, and future-ready operating environment.

Database Modernization

The underlying database platform was upgraded to Oracle 19c, improving performance, security, and long-term supportability.

Business Outcomes

API Performance Improvement

89% improvement in API response time, reducing latency from **90 seconds to 10 seconds**.

Application Performance Enhancement

75% faster page load times, improving user experience from **20 seconds to 5 seconds**.

Order Completion Optimization

50% faster order completion, accelerating fulfillment activities from **20 seconds to 10 seconds**.

Integration Reliability Improvement

80% reduction in integration-related failures, lowering error rates from **30% to 6%**.

Batch Processing Optimization

95% reduction in processing time, improving operational efficiency from **5 minutes to 15 seconds**.

Order Submission Acceleration

60% faster order submission processing, reducing turnaround time from **10 seconds to 4 seconds**.

Order Modification Efficiency

78% improvement in order modification processing, reducing workflow time from **55 seconds to 12 seconds**.

Challenges Faced

Business Challenges

Regulatory Compliance Requirements

The Australian Government's mandate required the platform to align with updated data privacy and security standards within a fixed compliance timeline.

Mission Critical Platform Operations

Maxim supports customer billing, order management, service tracking, and account operations at scale, making uninterrupted business operations a key requirement throughout the transformation.

Customer Data Integrity & Security

Millions of customer records needed to remain accurate, secure, and fully accessible throughout the upgrade, migration, and modernization activities.

Complex Enterprise System Dependencies

Maxim was integrated with numerous downstream applications and services, requiring careful coordination to maintain compatibility and operational continuity across the ecosystem.

Business Continuity Expectations

The transformation needed to be delivered without impacting customer facing services, internal operations, or overall business performance.

Technical Challenges

Legacy CRM Modernization

Upgrading from Siebel IP8 to IP20.6 while maintaining compatibility with existing business processes and connected systems.

Enterprise Security Enablement

Implementing secure communication and encryption standards across a large and diverse integration landscape.

Cloud Migration and Infrastructure Transformation

Migrating a deeply integrated CRM platform from on-premise infrastructure to Azure while maintaining performance and reliability.

Integration Ecosystem Alignment

Modernizing and validating numerous downstream integrations to ensure seamless interoperability post-upgrade.

Data Continuity & Rollback Readiness

Maintaining continuous synchronization and recovery capabilities throughout migration and go-live activities.

Key Areas of Expertise Demonstrated

Compliance-Driven Enterprise Platform Transformation

Delivered a large-scale modernization initiative aligned with regulatory mandates while balancing compliance objectives, operational continuity, and data integrity.

Mission Critical System Modernization

Successfully transformed a platform supporting core customer operations without operational disruption or service degradation.

Enterprise Integration Ecosystem Modernization

Managed the modernization and alignment of a complex network of interconnected applications, services, & integration channels.

Cloud Migration for Legacy Enterprise Platforms

Executed the migration of a highly integrated Siebel CRM environment to Azure while improving scalability, performance, and operational flexibility.

Data Continuity & Cutover Engineering

Implemented synchronization, recovery, and rollback mechanisms that safeguarded customer data and ensured uninterrupted business operations throughout the transformation.

Zero-Risk Cutover Strategy

Real-Time Data Synchronization

A continuous synchronization framework ensured the legacy and modernized environments remained aligned throughout the migration process, maintaining rollback readiness at every stage.

Phased Execution and Validation

The transformation was executed through a structured multi-phase approach encompassing dependency analysis, integration modernization, security enablement, platform upgrade, cloud migration, and comprehensive go-live validation.

Centralized Knowledge Accessibility

Zero Business Disruption

Delivered the complete modernization program without impacting customer operations, business workflows, or service continuity.

Continuous Rollback Readiness

Maintained rollback capability throughout cutover activities, ensuring operational resilience and risk mitigation.

Cloud-Ready Enterprise Platform

Successfully migrated Maxim to Azure, creating a scalable and future-ready technology foundation.

Enhanced Scalability and Performance

Established an architecture capable of supporting future growth in users, transactions, integrations, and data volumes without compromising performance.

Compliance and Security Outcomes

Full Regulatory Compliance Achieved

Successfully aligned the Maxim platform with Australian government data privacy and security requirements.

End-to-End Secure Data Exchange

Established encrypted communication across all integration channels, strengthening security and reducing data exposure risks.

Zero Data Loss

Maintained complete customer data integrity throughout the transformation and migration journey.

ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 18 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across different cultures. Learn more about Cubastion at www.cubastion.com

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