

Digital marketplace information architecture (Wave 1)

Client National telecommunications operator
Role Enterprise Architect
Period 2023-05 — 2023-09

CONTEXT

Adjacent digital industries were capturing value traditional telecoms couldn't reach. The client's existing information model was built for a single product line and couldn't support the multiple service types, compliance regimes, and customer-relationship variants a marketplace requires.

APPROACH

Framed the work as information-architecture before system-selection. Designed three layers: target-state entities and relationships; a capability map showing required business capabilities per new industry; a phased roadmap with explicit dependencies. Solo engagement, pitched at the business-architecture level so executive leadership, CTO office, and business-unit heads could align on the same artefacts.

OUTCOME

Designed the target-state information architecture and phased roadmap a national telecommunications operator needed to transition from a single-service telecom into a multi-service digital marketplace (eHealth, FinTech, Cloud).

- Strategic clarity on the information-architecture changes required to enter eHealth, FinTech, and Cloud.
- Blueprint implementation teams could reference when designing new services.
- Shared visual language (capability maps, entity diagrams, journey maps) bridging business and technical teams.

KEY RESULT

Designed the target-state information architecture and phased roadmap that enabled National telecommunications operator's transition from a single-service telecom operator to a multi-service digital marketplace (eHealth, FinTech, Cloud).