

# Case Study



## Company Overview

Lumos is a telecommunications company based in Virginia and North Carolina, in the United States. It offers residential and business fiber optic internet, Wifi, voice, and streaming services in North and South Carolina, Ohio, and Virginia. In December 2024, it announced a \$246 million investment for an expansion to Illinois.

Snowflake is a cloud-based storage company headquartered in Bozeman, Montana in the United States. As of November 2024, it was serving 10,000+ customers, processing 4.2 billion daily queries across its platform.

## Business Challenge: Market Delays

When Lumos separated from Segra and was left with two separate back-office technology stacks, one handling Virginia and the other North Carolina, the company experienced internal operational inefficiencies due to its disparate systems. These inefficiencies caused delays in their go-to-market strategies, ultimately impacting customers.

To address these challenges and streamline growth, Lumos developed a new infrastructure landscape. This strategic overhaul included adopting Gotransverse (GT) as their billing solution and Snowflake as their data warehouse solution. Gotransverse integrated seamlessly with Lumos' existing Snowflake account, enabling Lumos to analyze billing data alongside enterprise data across their order-to-cash platforms. This cohesive integration empowered Lumos to make data-driven decisions, enhance operational efficiency, and accelerate their market initiatives.

# Key Issues Gotransverse and Snowflake Solved

Lumos faced a 1-year deadline to stand-up a completely new environment encompassing 5-different systems. To meet this aggressive timeline, they strategically opted for a greenfield approach rather than a complex migration of existing systems. This decision allowed them to deliver on their timeline while continuing rapid growth and acquisitions in new markets.

**Gotransverse was selected as the trusted billing partner to get Lumos live on-time.**

The Gotransverse capabilities that Lumos prioritized were:

- Prepay
- Billing Cycle Time
- Flexible Billing Models
- Timely GL Reporting

One of the most critical challenges was navigating the complex markets. Lumos needed to lay fiber lines and perform additional in-home installations. The billing process had to account for:

- Immediate invoicing for non-service-dependent components.
- Deferred billing for service-dependent components—only after installations were completed—and prorated charges applied as needed.

In addition, Lumos pursued a bold strategy: offer consistent pricing across states, irrespective of variations in taxation and accounting standards. This innovative and modern approach necessitated automation to avoid costly manual adjustments.

Finally, as part of their transformation, Lumos sought advanced reporting capabilities to integrate data from Salesforce, Gotransverse, and other systems. They required dashboards that would provide a comprehensive view of their operations to empower their leadership with actionable insights. Snowflake was selected for its ability to consolidate the data from all their systems.

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*Gotransverse was key in enabling our transition to a prepaid billing model with seamless daily billing capabilities. This eliminated the need for traditional bill cycles and greatly enhanced the efficiency of our customer onboarding process.”*

*-Tony DeGregorio, Lumos CIO*

## Lumos Solution Supported by Gotransverse and Snowflake

Gotransverse, in partnership with Snowflake, delivered an integrated solution to address Lumos' challenges, enabling them to scale effectively and maintain flexibility. By integrating data from multiple systems, including Salesforce, into a centralized data lake, Lumos achieved complete traceability and auditability across their order-to-cash processes. This integration ensured accurate invoicing, compliance with contractual terms, and robust multi-source reporting. With real-time dashboards powered by Snowflake, Lumos' leadership gained actionable data-driven insights, allowing them to visualize performance holistically, to innovate and expand efficiently.

“

*Gotransverse, integrated with Snowflake, provided the robust billing solution we needed to unify our disparate systems, streamline data management, and ensure accurate, timely GL reporting. Its flexibility and reliability have been essential in supporting our daily billing processes and overall operations.”*

*-Bret Phillips, Lumos Director - Billing & Collections Migration*

## Results

With Gotransverse as a cornerstone of their transformation, Lumos has streamlined operations, automated complex billing workflows, and delivered on their promise of consistent, customer-centric pricing. The integration with Snowflake has further empowered Lumos to unlock the full potential of their data, providing strategic insights that have fueled, and continue to fuel, growth.

Lumos exemplifies how the synergy between Gotransverse and Snowflake can empower businesses to innovate, scale, and thrive. By leveraging best-of-breed solutions, Lumos continues to transform telecommunications in the communities they serve, proving that modern technology can drive extraordinary outcomes.



**Unlock the Value of  
Agile Monetization**

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## About Gotransverse

Gotransverse delivers a fast, flexible billing and revenue management solution. Our intelligent cloud-based software was built by industry experts to handle the most complex pricing models. Since 2008, we've partnered with companies to streamline operations and unlock revenue potential, ensuring they can scale with confidence. From our headquarters in Austin, Texas, Gotransverse leads the way in enterprise monetization. To learn more, go to [gotransverse.com](https://gotransverse.com).