

## AN ALEPO SUCCESS STORY

*A Central African mobile operator modernizes its legacy network within 10 months using an Alepo BSS Transformation Solution.*



An established Central African mobile operator modernizes its mobile network with an Alepo BSS Transformation solution.

### PROJECT BACKGROUND

The client, a major incumbent mobile operator in Central Africa, had an ambitious vision for its 3G mobile network. However, its legacy BSS platform lacked the capability to quickly evolve to changing subscriber demands, thereby restricting its service offerings. The operator selected Alepo to transform its legacy BSS environment to support new 3G voice, data, and roaming services, and to drive up revenue and ARPU of those services.

To position itself as a pioneer mobile operator in offering the most sophisticated mobile data plans and promotions based on the real-time business intelligence (BI) and value-added services (VAS), the operator chose Alepo to become an end-to-end BSS/OSS solution partner. With an aim to improve network operations and achieve real-time service creation capabilities, the operator had explicit requirements – complete, carrier-grade solutions for advanced policy control, real-time charging and billing, roaming and interconnect billing, subscriber data management, and

CRM, including managed services offerings post-implementation.

To turn its vision into a reality and unlock cost, business performance, service, and IT excellence, the operator started a major BSS transformation journey with Alepo.

### OPERATOR REQUIREMENTS

- Provide a turnkey solution for BSS, policy control, mobile VAS, mobile data and voice charging, convergent billing and charging, interconnect and roaming solution
- Coordinate with multiple vendors to perform business configuration and subscriber migration from legacy BSS platform to Alepo Service Enabler
- Reduce time-to-market and enhance the customer's digital experience by deploying advanced policy control with real-time business intelligence
- Accelerate service creation and monetization by delivering rich out-of-the-box capabilities to launch on-the-fly innovative data plans, dynamic discounting, personalized offers, application bundling, etc.
- Introduce additional mobile value-added services to generate revenue beyond voice and data
- Replace manual billing and charging with automated real-time billing and charging to prevent revenue leakage and deliver a transparent customer experience
- Evolve the existing network and IT infrastructure to streamline business processes and operations
- Reduce operator's dependence on various vendors by becoming its end-to-end solution partner

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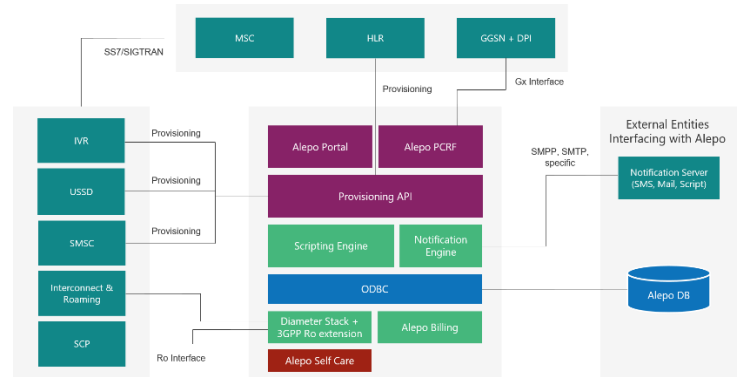


- Offer 24/7/365 managed services support for prompt resolution of user queries/change requests, which was a big challenge with the earlier vendor

## ALEPO SOLUTION

Alepo delivered a complete, successful business transformation within 10 months (well before the project deadline) with zero customer disturbances and zero reported data errors. The BSS modernization enhanced the experience of customers and system users. Alepo deployed the following solution components:

- Alepo Service Enabler (BSS platform) including -
  - Alepo Convergent Charging & Billing
  - Alepo CRM
  - Alepo Voucher Management System
  - Alepo Trouble Ticketing System
  - Alepo Monitoring System and more
- Alepo PCRF
- Alepo Online Charging System
- Alepo Product Catalog
- Alepo Recharge Manager
- Alepo Recharge Promotion Manager
- Alepo SCP
- Alepo Call Completion System
- Alepo SMSC, USSD and IVR Platform
- Interconnect and Roaming Platform
- Integration of Alepo SCP and Nokia MSC
- Integration of Alepo SMSC and Nokia MSC
- Integration of Alepo USSD, IVR with Nokia MSC
- Integration of Alepo PCRF with Nokia GGSN
- Integration of Alepo CRM with Nokia HLR



## USE CASES & MOBILE VAS

Alepo, an expert in the data service creation and monetization deployed following advanced use cases and mobile VAS in the operator's 3G network:

### **Business Use Cases**

DATA BUNDLES: SINGLE, COMBO, CORPORATE, DEVICE-BASED	DATA PASSES: FAMILY, ROAMING, BONUS WITH TIME/SPEED RESTRICTION
PAY AS YOU GO	PAY AS YOU GO ROAMING
BANDWIDTH ON DEMAND/TURBO BOOST	VOLUME/SPEED/TIME BASED PLANS
APPLICATION-BASED CHARGING	CONTENT-BASED CHARGING (CDN)
EVENT-BASED CHARGING	FRIENDS & FAMILY PLANS
MONEY VOUCHERS & WALLETS	SHARED CREDIT & TRANSFER CREDIT
DUAL POST-PAID-PREPAID WITH CAP LIMIT	CLOSED USER GROUP (CUG) & RESTRICTED CUG

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TOLL-FREE OR SPONSORED APPS	FREE SOCIAL NETWORKING PACK
LOCATION-BASED PLANS & APPLICATIONS	LOCATION-BASED DISCOUNTS & ADVERTISING
BONUS BASED ON LOCATION & USAGE	INACTIVE USERS PROMOTIONAL CAMPAIGN
DISCOUNT BASED ON MONTHLY THRESHOLD	NIGHT TIME BONUS CARDS
NIGHT DATA CARD (SPEED-BASED & APPLICATION DISCOUNT)	ANTI BILL SHOCK NOTIFICATION FOR ROAMING
ALERTS & NOTIFICATION	PERCENTAGE NOTIFICATION
<b>Value-added Services</b>	
SOS CREDIT	CALL ME BACK
VIP CUSTOMER & RBA RESTRICTION	REVERSE MISSED CALL ALERT
MISSED CALL ALERT	CALL COLLECT

- **Revenue Generating Data Offers and VAS |** The Alepo solution helped the operator to launch impressive hyper-contextual mobile data offers, promotions, and VAS that boosted revenues from voice and data.
- **24/7/365 Business Support |** With Alepo’s managed services offerings, the operator is now assured of a quick resolution of change requests and user queries.

## PROJECT OUTCOME & RESULTS

### **Increased Revenue**

Zero revenue leakage, improved network services, and a faster rollout of data offers and mobile VAS enabled the operator to realize the real revenue potential of the network.

### **Improved Subscriber Base**

By upgrading and modernizing their entire BSS, the operator had a foundation to introduce 3G services and enhance customer experience, helping them to gain new subscribers and prevent churn.

### **Personalized Digital Experience**

Hyper-contextual personalized offers resonating with subscriber’s digital lifestyles and needs evolved the digital customer experience, increased customer engagement and drove customer loyalty.

## SOLUTION FEATURES & HIGHLIGHTS

- **Network Transformation |** Alepo successfully modernized the conventional legacy network, helping the operator to launch new 3G network services on a future-ready platform and realize service, IT and operational excellence.
- **Reduced Vendor Dependence |** Alepo reduced operator's dependency on various vendors for resolving network issues by providing a single back-end solution.