

AN ALEPO SUCCESS STORY

*A West African Operator Accelerates Success
with Innovative 4G Data Plans & Promotions*



In order to hold its market leader position, one of the largest incumbent mobile operators in West Africa turned to Alepo to accelerate its 4G broadband business.

PROJECT BACKGROUND

Despite the fact that wireless broadband penetration remains low in parts of West Africa, new next-gen players began to flood the market in 2013. One of the region's largest incumbent mobile network operator – a longtime customer of Alepo – already led the mobile market in its country with over 11 million subscribers on its 3G mobile data and voice services. Wanting to secure a similar market leadership position on its next-gen 4G mobile broadband services and drive up adoption, the operator called on Alepo to help accelerate its 4G data business.

The operator wanted to be able to deliver new, inventive data offers and promotions that would attract subscribers and be difficult for competitors to match. In addition, the incumbent operator understood the value of creating a more sophisticated customer experience that would lend itself to winning and retaining loyal customers.

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OPERATOR CHALLENGES

Despite its clear vision of leadership in an emerging market, the operator faced many real and pressing challenges in its pursuit of 4G mobile broadband success. Alepo took these challenges and requirements into careful consideration during the design and deployment of the solution. The operator required -

- A fast time to market of new competitive data offers and innovative promotions (rapid service innovation)
- A sophisticated and personalized online customer experience to win market share and reduce churn
- Rapid implementation of the new solution with zero downtime or impact on existing services

ALEPO SOLUTION

As the operator's longstanding technology provider, Alepo worked closely with the operator to implement a market-ready solution that would accelerate the operator's mobile broadband success on its 4G WiMAX network. The main aspects of the Alepo solution were -

- Upgrade to Alepo Service Enabler 9.2 (BSS / OSS)
- Upgrade to the latest version of Alepo AAA
- Introduction of Alepo's Online Charging System
- Professional services: implementation, systems integration, data migration, training and support

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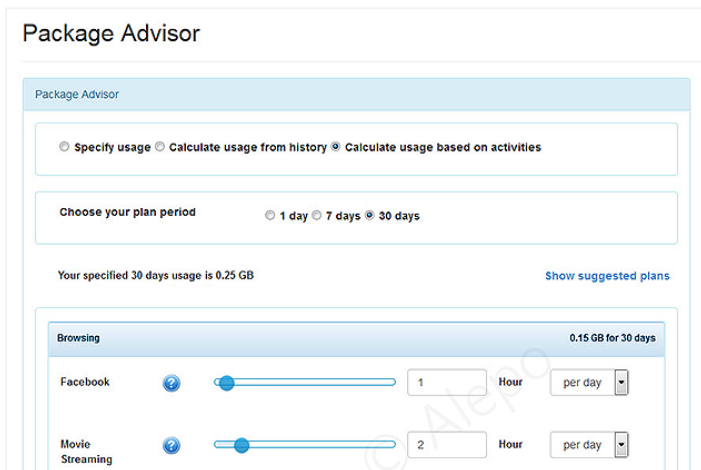
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SOLUTION FEATURES & HIGHLIGHTS

The upgrade of the operator’s core network and IT platform to the latest version of Alepo Service Enabler, pre-integrated with Alepo’s Online Charging System and AAA Infrastructure, afforded the operator a robust, feature-rich environment from which to launch new mobile broadband services and experiences. Highlights of the solution include -

- **Smart Data Campaigns**, built-in flexibility and intelligence to automatically push personalized and contextual data offers to customer segments in order to drive up ARPU
- **Granular Charging & Rating**, Alepo SE enables a wealth of innovative data plans that are based on time, volume, location, usage, prepaid, and much more.
- **Alepo Package Advisor**, a new guided selling tool that creates a smarter online shopping experience for new mobile broadband plans and offers.



PROJECT OUTCOME & RESULTS

As a result of a continued partnership with Alepo, the incumbent mobile operator was able to successfully leverage a high-performance and feature-rich solution for its next-gen mobile broadband success, including -

Innovative Data Offers to Drive Up Revenue

With innovative data offers and promotions, the operator was able to drive up revenue of its 4G mobile broadband services. Within three months of completing the project, the operator saw a 47% increase in online purchases revenue.

A Sophisticated Customer Experience to Build Brand Loyalty and Market Share

With personalized and contextual data offers, the operator was able to deliver a stellar brand experience that drove customer engagement and influenced customer loyalty. Following this project, the operator saw its active subscriber base grow at an average rate of 27% per month.

A Powerful, High-Performance Network to Boost Operational Efficiency

Alepo’s high-performance network architecture boasts industry-leading system performance and speed. Following this project, the operator realized an estimated 55% increase in operational efficiency.