

AN ALEPO SUCCESS STORY

Bitflux launches the first Wholesale LTE Services in Nigeria using Alepo's core LTE solution with built-in affiliate management system.



Through Alepo's LTE and Affiliate Management Solutions, Bitflux meets a tight deadline to market with a flexible two-core solution, becoming the first operator to offer Wholesale LTE Services in Nigeria.

PROJECT BACKGROUND

Bitflux Communication Ltd., a greenfield operator in Nigeria, procured their wholesale LTE service license in 2014. Bitflux did a soft launch then, but soon went into limbo for 8 months, due to failings of the previous network vendor. In 2015, Bitflux, a resolute operator decided to make a powerful comeback and started discussions with new network vendors and IT partners. In search of a proven IT partner technically and commercially, Bitflux turned to Alepo – an expert in IT infrastructure for communications service providers globally.

With an aim to deliver wholesale LTE services to MVNOs and MNO clients, Bitflux wanted a complete MVNO billing platform with an affiliate management solution. The operator also wanted to quickly launch its brand in the market, offer a high-speed, differentiated data experience

to its customers, and deploy a robust solution that would rapidly respond to constantly evolving customer demands.

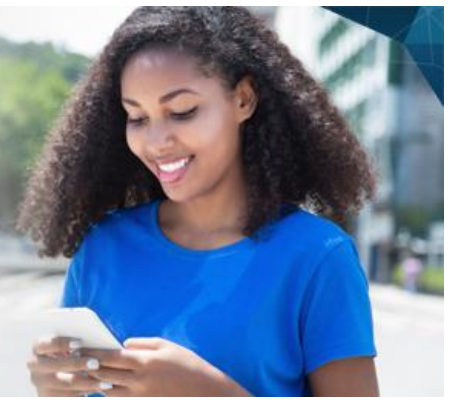
OPERATOR REQUIREMENTS

After the rigorous vendor selection process, Bitflux chose Alepo as its single-stop solution provider. The operator's major requirement was to have a platform that would help them acquire more partners and reduce time-to-market (TTM). Alepo's 100% project completion rate ensured Bitflux that Alepo's team was up to the challenge, and assured them that they did not risk losing this unique market opportunity. Additional requirements included -

- Tight delivery schedule to launch LTE services, due to regulatory deadlines
- Complete MVNO billing solution to deliver wholesale LTE services
- Product catalog for MVNOs; Bitflux had plans to sell wholesale bandwidth to multiple MVNOs and the registered customers of MVNOs
- A full-fledged MNO-MVNO multi-tenancy supported module, to support B2C MVNO to customer billing and B2B MNO to MVNO billing
- Flexible PCRF to create data plans and promotions on-the-fly, with good GUI, extensive data monitoring capabilities, and predominantly shorter TTM
- Integration of the system with two network vendors

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ALEPO SOLUTION

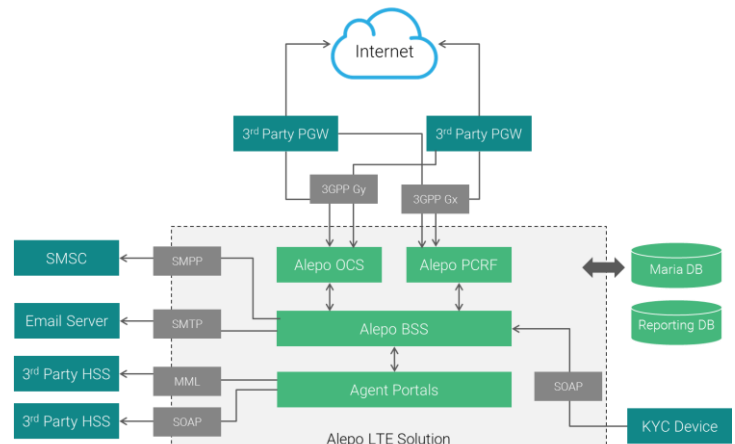
Alepo helped Bitflux launch LTE as scheduled and meet government deadlines, making Bitflux the first operator in Nigeria to launch wholesale LTE data services. The Alepo solution included -

- Alepo Service Enabler 10 (OCS, billing, CRM, SOAP API)
- Alepo PCRF 2.0 with Product Catalog
- Alepo Web Self-care and Agent Portal
- Issue Management, Voucher Management, Reseller Management, and SIM Inventory Management
- Alepo Notification Portal
- Alepo Trouble Ticketing System
- Alepo Reporting Module
- Integration of Alepo OCS and Alepo PCRF with PCEF over Gy & Gx interfaces
- Integration with email relay (SMTP Relay Server)
- Integration with SMSC (SMPP Protocol)
- NMS integration to monitor Alepo systems for conditions that might warrant administrative attention
- Integration with payment gateway

USE CASES AND CUSTOM FEATURES

MONTHLY LIMITED DATA ALLOWANCE	MONTHLY UNLIMITED DATA ALLOWANCE
MONTHLY VOLUME ALLOTMENT WITH OVERAGE CHARGING	PAY AS YOU GO WITHOUT RECURRING COST

PAY AS YOU GO WITH RECURRING COST	ALERTS AND NOTIFICATION
HIGH SPENDING DISCOUNTS	APPLICATION BUNDLES
HAPPY HOURS	MY SPECIAL DAYS
PROMOTIONAL DAYS	BARRED APPS
LOCATION-BASED SPEEDS	USAGE BOOST



SOLUTION FEATURES & HIGHLIGHTS

Alepo provided end-to-end solutions to the operator that helped them launch the Bitflux brand quickly in the market. Other solution highlights include --

- **New MVNO clients** - Alepo's LTE solution and built-in affiliate management enabled Bitflux to smoothly start their MVNO business and manage the mobile virtual network enabler (MVNE) operations.

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- **Competitive data offers** - Alepo's complete OCS + CRM with data monitoring on the PCRF enabled Bitflux to launch attractive offers, including multiple exclusive FUP data offers. The differentiated customer experience won accolades from customers and increased brand awareness in the Nigerian market.
- **Shortened TTM** - Alepo's PCRF and Product Catalog accelerated service creation and monetized the operator's LTE network. Bitflux was able to rapidly create and launch multiple data offers and personalized promotions using the simple drag-and-drop features.
- **Complete MVNO billing solution** - Alepo delivered a powerful, out-of-the-box MVNO billing solution preconfigured with real-time bundles, pricing plans and converged services.
- **Flexibility** – Alepo's solution integrated rapidly with their legacy two core system and promises to be an agile back-office solution for any further hardware updates.

Network Flexibility

Alepo's solution enabled Bitflux to keep their two core legacy networks, without having to do costly systems upgrade. Alepo's standards-compliant and vendor-neutral solution ensures that they will be able to continue to grow alongside the market with a future-ready back-office solution.

Brand Differentiation

Bitflux differentiated themselves from other operators as an innovator by being the first to offer wholesale LTE services in Nigeria. Further, the launch of exclusive data plans improved brand loyalty for the operator.

PROJECT OUTCOME & RESULTS

Quick Time to Market

Bitflux was under a strict governmental time constraint, or they risked forfeiting their license. With a network comprised of multiple hardware vendors, it was challenging to find a back-office provider that could help them launch a seamless and robust solution in a short time. Alepo's experienced team of engineers and flexible solution enabled them to meet their deadline, supporting initial wholesale partners with nuanced offerings right out of the gate.

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