PROJECT BACKGROUND

Horizon Telecom International (HTI), a leading solutions provider in Myanmar's IT and telecommunications sector, wanted to enter the broadband market by launching WiFi and Fiber to the Home (FTTH) networks with data and VOIP services. The greenfield operator required reliable, scalable, and affordable broadband infrastructure, as well as the capability to monetize its WiFi hotspots and fiber infrastructure.

In order to get a return on investment (ROI) with no revenue leakage, HTI required a next-generation carrier platform to provide personalized offerings, reliable quality of service, and value to subscribers for both its WiFi and FTTH networks.

HTI chose Alepo and SKSpruce Technologies to address their needs. Alepo is a telecommunications software company who are experts in fixed, mobile, and WiFi data network monetization. SKSpruce Technologies is a market leader in delivering carrier-class WiFi access points. When the WiFi phase was complete, Alepo, having demonstrated its technical excellence and ability to meet tight deadlines, then quickly delivered FTTH and VOIP services for HTI.

OPERATOR REQUIREMENTS

In order for HTI to tap into the broadband and WiFi market, the operator required a solution that:

- Catered to the needs of FTTH and WiFi subscribers (convergent)
- Allowed subscribers to use a single set of credentials to access the fixed and WiFi networks
- Supported the hardware independently procured by HTI
- Maintained cost-effectiveness in both launch (CAPEX) and ongoing operations (OPEX)

- Scaled and adapted to a growing user base with increasingly diverse monetization scenarios as the market evolved
- Integrated seamlessly with the access network
- Could be ready in time for an aggressive launch target; immediately supporting a surge of new WiFi users during the Myanmar Water Festival.
- Combined a national network of WiFi hotspots with WiFi offload

ALEPO SOLUTION

Alepo provided its original software, implementation, and integration services. The components delivered include:

- AAA
- Service Enabler CRM 10.0
- WiFi Captive Portal
- Convergent Billing
- Online Charging Solution (OCS)
- Voucher Management System (VMS)
- Product Catalog
- Recharge Promotion Manager (RPM)
- Enterprise Management System (EMS) portal
- Issue Management
- Monitoring Modules
- Notification Framework
- BI Reporting Tool

SOLUTION FEATURES & HIGHLIGHTS

Alepo's offerings helped HTI achieve its requirements. HTI was able to provide a differentiated customer experience that gave them a competitive edge.

The solution highlights include:

- **Robust and scalable solution:** evolves with the market and ensures zero revenue leakage.
- **Rapid service creation:** launch innovative plans with just a few clicks.
- **Seamless external integration:** uninterrupted sessions and consistent data experience to customers.
- **Instant data connectivity:** Transparent WiFi offload for FTTH customers; voucher-based login using WiFi captive portal for casual users.

BUSINESS USE CASES

- Prepaid and postpaid plans for FTTH customers (cost-, speed-, validity-, and volume-based)
- Voucher-based plans for WiFi customers
- Discounts and promotions
- Alerts and notifications

PROJECT OUTCOME & RESULTS

HTI is now equipped with a platform that enables fully convergent, end-to-end billing and charging for its FTTH and WiFi customers. Key successes of the project include:

- Revenue grew exponentially over 6 months
- Subscriber numbers also grew exponentially
- Voucher-based logins increased three-fold
- Contextual offers provide a competitive advantage
- Continuous availability since launch

Figure: HTI Myanmar Solution Topology

External Entities Interfacing with Alepo

Alepo Solutions

External Entities Interfacing with Alepo

CRM
Notification Engine — SMPP, SMTP
Cisco BNG — RADIUS — AAA Server
Web Self-care — API — Notification Server (SMS, mail)
RADIUS
SKSpruce Access Controller
Captive Portal
Charging Server
Payment Gateway
API
API