



CASE Information system for delivery of new generation mobile content

Fresh winds are blowing through mobile marketing. In the ad-funded cellular service business model, consumers receive free texting and airtime in exchange for accepting advertisements. With the help of Ixonos' messaging solutions, an operator can send as much as hundreds of thousands of messages at once.

Background

An ad-funded mobile operator aims to expand rapidly into several countries. Their business model is based on free text messages and airtime, offered in exchange for accepting advertisements. Sending hundreds of thousands of multimedia messages at once requires powerful communications solutions. The various players and statutes in the new countries also create challenges. Ixonos had already provided the mobile operator with technology consulting as well as with system and software solutions. On the basis of good experiences, continued cooperation was the natural choice.

Solution

The project was kicked off with a workshop consultation, in which the requirements of the operator, as well as the technical solutions that would make them possible, were determined. Together with the operator, it was decided to select Ixonos' comprehensive service, which includes, among others, a messaging server, a business support system, technology consultation, operation service and application support.

An innovative MISP messaging server, customized by Ixonos, enables bulk messages to be sent to a large number of customers. A business support system created to run in parallel with the customer relationship management system profiles the operator's users, so that advertising messages can be directed at the right recipients. The system is also used to analyze marketing performance. Ixonos' experts establish the special requirements, including their technical meanings, for new countries. The technical requirements are adapted to the system, which quickly accommodates national integration interfaces.

By providing operation service and application support, Ixonos is responsible for the functionality of the mobile operator's systems. Ixonos provides an extensive operation service, which includes, among others, the maintenance, monitoring and fault-management of servers, services and connections. Ixonos also plays an active role in the further development of the system.

Benefits

An aggressively expanding telecom operator requires a background of dynamic technology that must be created swiftly. In April, the mobile operator and Ixonos opened negotiations on implementing maintenance; in June, the first server environment was already up and running. National implementation projects are fast cycles of not more than six months.

In addition to technological innovativeness and reliable performance, Ixonos can provide the operator with comprehensive service at a pre-estimated, fixed price. The abolition of cost risk allows the operator to plan for the long term, without fear of the large cost overruns that afflict the ICT industry.