

Mobitel

Increased revenue

Better cost control

Long term competitive advantage



Increased revenue, better cost control and long term competitive advantage - three key business issues that Mobitel wanted to address when it launched its search for a new messaging platform in early 2008.

Eighteen months later the company went live with Openmind Networks' market leading messaging platform and has started to reap the benefits:-

- 🎯 **Realization of new revenue sources**
- 🎯 **Measurable reductions in costs**
- 🎯 **Significantly improved speed of designing, creating and launching new services**

Mobitel is signaling a new trend that is fast gaining ground with mobile operators globally, as companies realize that to capitalize on the exciting and profitable revenue streams of providing smarter and better messaging service to their customers, they need to look inwards.

“For us, bringing new services to our customers quickly and easily is the cornerstone of our growth strategy. We know the demand is there and we know we have the innovation needed to do it,” *explains Pavel Snoj, Operation and Maintenance Manager, Services Department, of Mobitel.*

“So when we went to market in 2008 we were not just looking for a replacement SMSC system - we were looking for an integrated platform that would do three key things. Firstly, and fundamentally, give us the message routing performance and capacity required for our growing business. Secondly, give us access to “out of the box” messaging services that we could launch quickly to our customers. And thirdly give us technology that was open and flexible and would enable us to design and launch new messaging service ourselves. It seemed like a tall order but what we found was Openmind,” *comments Pavel.*


Like many mobile operators Mobitel had made significant investment in its SMSC system over the years. And while the system was robust, like most legacy SMSC systems it was designed primarily to store and send messages. The problem is that with the rapid changes in the SMS market this once lucrative service of message sending is now a commodity which customers, at best, expect to be part of their subscription package and at worst, expect to get for free.

“While SMS services are still very much desired by our customers the fact is they now expect them to be built into any subscription package they buy from us or for free. They demand the same services but at much less cost and a big business challenge, for all operators today, is finding a way to fill the gap that leaves on our balance sheet,” *explains Pavel Snoj.*

This presented Mobitel with a dual challenge, firstly implementing a more cost effective way to provide the high performing SMS services their customers had come to expect, and secondly, finding a way to launch new revenue generating services into the market quickly - all using the same technology.

To solve the problem they needed to re-evaluate the future suitability of their SMSC platform.





“There is no doubt that our existing SMSC system has served us well and that our development team did a great job, but as the market changed it left us with gaps. It would require hefty resources and a lot of investment to redevelop our existing solution to transform it into a fully integrated platform that would give us the cost effective message routing we need but also give us the flexibility to create and launch new services to market quickly,” *explains Pavel.*

“Furthermore, it does not make sense to have highly experienced and costly IT experts focused on our existing system’s maintenance. The business would be much better served having those resource focused on the future - namely designing and creating new value adding services for our customers,” *states Pavel.*

In early 2009, after an exhaustive, competitive tender process where five of the global leaders in the messaging services industry were evaluated across over 400 business and technology criteria by a team of senior managers and messaging experts, Mobitel contracted to partner with Openmind as it new future-proofed messaging platform provider.

“Openmind do for us what no other company we evaluated could. They solve the three big issues we faced. With their Traffic Control router we get the peace of mind that we can continue to service our customers SMS needs to our very high standards but at a cost that is palatable to our bottom line. Secondly, using the same messaging platform we have access to a wide range of pre-built message personalization and anti-fraud services that we can swiftly and easily launch to market. And thirdly, like no other vendor we saw, their platform is open and flexible, and this means we can design and build new services of our own. Three key business requirements all solved by one fully integrated platform,” *explains Pavel.*

Just over six months after contract signing Mobitel is fully operational with Openmind Networks Traffic Control next generation messaging platform. Traffic control has replaced Mobitel’s legacy SMSC solution and will handle all of the messaging traffic for the operator.



“Performance and availability of the network is what any operator lives or dies on. With Traffic Control we can rest assured on both issues - the system will allow us to handle up to 1,000 messages per second which has us covered for today’s needs and tomorrow’s,” says Pavel.


Mobitel have also deployed the Profile module from Openmind’s messaging suite. Profile gives Mobitel a range of functionality-rich “out of the box” message personalization services.

“The fact that the Openmind platform came complete with a full range of services that we could launch to our customers immediately, if we wanted to, was a real advantage - put simply it means we don’t have to start from scratch,” comments Pavel.

Profile includes services such as personal profiling that allows subscribers to design the profile of their own messaging services. Web browser interfaces mean that subscribers can access their messages and services online if they wish. In addition messages can be “cc’d” to email addresses as well as multiple mobile numbers. Distribution lists for messages can be set up by subscribers and users can create and design their own personal signature for their messages. Auto replies can be sent, escalation services mean that messages can be re-directed, or full time diverts can be set up if required. Blacklists can be set up to stop subscribers getting messages from numbers they do not want and Whitelists can be used to control the numbers they send messages to. Archives can be activated meaning subscribers have a full history of messages available at the click or press of a button.

To complement the diverse range of services that Mobitel will be able to make available to its subscribers Openmind also provides functionality in its messaging platform that helps Mobitel protect subscribers too. The Protect module provides a real time anti-fraud offering that secures the network and user against spam, faked or spoofed SMS messages.





“It is great to have peace of mind - with Openmind we know we can bring great new services to our subscribers but, as importantly, we know we can protect them too,” *comments Pavel.*

Finally, as part of the integrated messaging platform Mobitel are deploying the Adapt module from Openmind.

“For us Adapt really clinched the deal. With Traffic Control we got capacity and performance, with Profile we got smart new services, with Protect we got subscriber security and with Adapt we got flexibility and control,” *smiles Pavel.*

The Adapt module, which is an open API, enables Mobitel to design and build its own new messaging services ensuring that the company cannot only react to new market demands but lead the way by launching innovative services unique to its subscribers only. It is the flexibility and openness of Openmind’s messaging platform that makes this possible - unlike legacy providers who have closed proprietary systems that make it cumbersome to launch new services, Openmind’s has been architected with the future in mind.

“Openmind’s technology is exactly what the name says - open - and that gives us the flexibility to do what we need to do for our business and our subscribers,” *comments Pavel.*

In conclusion, Openmind’s messaging platform not only addresses all of Mobitel technical needs, but as importantly, it helps solve some of its business challenges.

“We know we will get cost savings from the Openmind Platform and this is really important when you look at our core SMS business. But in addition we believe we will get future revenue improvements as well. Not only will new services bring in new business but they will make sure we keep our existing subscribers as well. In an industry tormented by customer churn that will be a great asset.” *concludes Pavel.*

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