

AMDOCS CUSTOMER SUCCESS STORY

PELEPHONE SPEEDS THE DELIVERY OF NEW SERVICES ACROSS MULTIPLE MOBILE NETWORKS WITH THE AMDOCS COMPACT SERVICE PLATFORM



"Amdocs gives Pelephone the business flexibility to stay at the forefront of evolving customer needs and expectations."

DORON KURTZ

VICE PRESIDENT OF ENGINEERING AND TECHNOLOGY
PELEPHONE

amdocs

Pelephone

Headquarters: Givataim, Israel

Website: www.pelephone.co.il

Annual Revenue: 1.45 Billion USD (2009)

Number of Employees: 4,300

Number of Subscribers: 2.7 Million

TECHNICAL ENVIRONMENT

AMDOCS PRODUCTS & SERVICES:

- > Amdocs Compact Service Platform, including:
 - > Amdocs Service Creation Environment
 - > Amdocs Network & Service Manager
 - > Amdocs Interactive Multimedia Server
 - > Amdocs Application Server

MOBILE SERVICES:

- > Roaming call screening
- > Virtual PBX
- > Ringback tone
- > Shared resources service

NETWORKS:

- > CDMA
- > UMTS

PROTOCOLS:

- > WIN II
- > CAMEL II
- > INAP-CS1
- > GSM-MAP
- > ISUP
- > USSD

INTEGRATIONS:

- > Amdocs Billing

EXECUTIVE SUMMARY

To remain competitive, Pelephone needed to be able to provide a consistent, premium customer experience across both its established CDMA network and a new third-generation network. Rather than building a new infrastructure from scratch to support its new UMTS business, the company expanded its existing Amdocs deployment to serve both networks, saving time and money while speeding time to market. With the Amdocs Compact Service Platform, Pelephone customers and services can migrate seamlessly across network boundaries—and the company can bring new features and capabilities to market quickly, easily, and at low cost

“The Amdocs Compact Service Platform speeds Pelephone’s time-to-market and our return on investment for an unlimited number of new services while reducing risk.”

Pelephone pioneered cellular communication in Israel, and its continued leadership depends on the company's ability to keep pace with a fast-evolving marketplace. For many years, the company relied on the Amdocs Compact Service Platform to create and introduce innovative services that fully leveraged the capabilities of its CDMA network to provide an outstanding customer experience. More recently, though, two new competitors went live with more advanced GSM networks that support a broader range of services, and allow customers to roam overseas. The recent introduction of wireless number portability in the market further intensified competition, making it easier than ever for customers to switch carriers. During this time, Pelephone managed to attract even more subscribers with its service offering and increased its market share.

“Our new capabilities have placed Pelephone at the forefront of the marketplace — and the business agility made possible by the Amdocs Compact Service Platform will help keep us there.”

To strengthen its competitive position and keep pace with fast-evolving subscriber expectations, Pelephone decided to launch a new network based on Universal Mobile Telecommunications System (UMTS) technology. Designed as a third-generation (3G) successor to GSM, UMTS offers much greater support for sophisticated converged services as well as a more flexible infrastructure for the introduction of emerging capabilities in the future. The success of the strategy depended on the ability of subscribers to roam easily between Pelephone's CDMA and UMTS networks while enjoying the same services, as well as on the company's ability to create, test, and introduce new value-added services more quickly and cost-effectively. Said Doron Kurtz, Vice President of Engineering and Technology, Pelephone, “In a dynamic market like ours, no company can stay in the lead simply by repeating what they've done in the past. We've always relied on Amdocs to equip Pelephone with the capabilities needed to win competitive market battles. When new challenges emerged, we needed to take the next step with a new generation of services. Once again, Amdocs was at the ready with the solutions we needed to support our strategy.”

EXTENDING A BEST-OF-BREED SERVICE PLATFORM

To support its new UMTS network, Pelephone faced the prospect of acquiring and implementing a new, more expensive infrastructure, disconnecting all of its existing CDMA subscribers for a night, then connecting them to the new network. Instead, Amdocs suggested Pelephone simply make a few network adaptations to the Amdocs Compact Service Platform that already supported Pelephone's CDMA network and use the same system to support UMTS subscribers as well. This would enable a faster, smoother, lower-cost network migration while expanding the company's ability to provide a consistent customer experience with the same kinds of services, and user interface, across both its networks.

Said Doron Kurtz, “As an Amdocs customer for several years, we know firsthand about the performance and capabilities of their solution. This gave us the confidence to extend our Amdocs implementation to unify the delivery of value-added services for both CDMA and UMTS on the same Amdocs Compact Service Platform.”

With the Amdocs Compact Service Platform, Pelephone now has access to all network signaling and service connectivity for both Pelephone networks through a single interface and single handling mechanism. The Amdocs Compact Service Platform includes the Amdocs Service Creation Environment, a powerful and intuitive graphical user interface with advanced drag-and-drop capabilities. The Amdocs Service Creation Environment enables out-of-the-box creation of new and premium value-added services by making it fast and easy to design, test, and publish without writing a single line of code. The Amdocs Interactive Multimedia Server manages the Interactive Voice Response (IVR) and USSD services embedded in the Compact Service Platform. The system's ease of management and maintenance further enhances its value, offering vendor independence and keeping total cost of ownership low.

CHALLENGES

- > Respond to growing competition from GSM providers by launching a next-generation network while avoiding the expense, delay, and disruption of acquiring and implementing a new, more costly UMTS-specific infrastructure
- > Ease migration across networks for services and subscribers
- > Speed time-to-market for new value-added services

SOLUTION

- > Adapt the Amdocs Compact Service Platform already in place to support the new UMTS network as well
- > Use the Amdocs solution to accelerate the design, test, and launch of new services

RESULTS

- > Lower cost and faster deployment than an all-new UMTS infrastructure
- > Faster time-to-market for new converged CDMA/UMTS value-added services
- > Strengthened market position as the only service provider to provide customers with a seamless user and service experience across different channels and access networks
- > Faster, lower-risk service development enables greater business flexibility and market agility
- > Ease of management and maintenance keeps TCO low
- > The existing system provides flexibility for future adaptation rather than requiring replacement in three years

MOVING QUICKLY TO CAPTURE A FAST-MOVING MARKET

With its UMTS network in place, Pelephone prepared for launch by working with Amdocs to design, create, and introduce an expanded range of revenue-generating services taking full advantage of the system's new capabilities. Such services typically take months to introduce. Given their long development timeframe and high cost, companies have taken care to build a detailed business case and conduct extensive market research before moving forward. With the Amdocs Compact Service Platform, Pelephone reduced this time to a matter of just days in many cases.

“By dramatically reducing development time and cost, the Amdocs Compact Service Platform speeds Pelephone's time-to-market and our return on investment for an unlimited number of new services while reducing risk,” said Doron Kurtz. “Services that fail to meet expectations can easily be removed from the market and replaced with a more competitive offering. In this way, Amdocs gives Pelephone the business flexibility to stay at the forefront of evolving customer needs and expectations.” The company has already used the Amdocs Compact Service Platform to create services for roaming call screening, virtual PBX, ring-back tones and pool service.

“When new challenges emerged, we needed to take the next step with a new generation of services. Amdocs was at the ready with the solutions we needed to support our strategy.”

Moving forward, the openness of the Amdocs Compact Service Platform will help Pelephone keep capital costs low. Typically, replacing cellular network infrastructure is a project of enormous cost, integration complexity, and business disruption. “Compatible with any network and any protocol, the Amdocs Compact Service Platform allows Pelephone to take advantage of the latest emerging network technologies while continuing to leverage the same proven infrastructure,” said Mr. Kurtz.

Since expanding the Amdocs Compact Service Platform, Pelephone has regained additional market share over its GSM-based competitors by becoming the only service provider in its market to truly provide customers with a seamless user and service experience across different channels and access networks. “Our new capabilities have placed Pelephone at the forefront of the marketplace—and the business agility made possible by the Amdocs Compact Service Platform will help keep us there,” concluded Mr. Kurtz.

ABOUT AMDOCS NETWORK BUSINESS UNIT

The Amdocs Network Business Unit offers network-connected service delivery and convergent charging solutions designed to address the requirements and cost expectations of service providers in high-growth markets. These solutions provide unmatched operational flexibility and fast time-to-market, enabling service providers to rapidly and cost-effectively create, deliver, manage, charge and profit from innovative new value-added-services (VAS), across any network and any line-of-business for true competitive advantage and growth.

For more information, visit <http://www.amdocs-network.com>

ABOUT AMDOCS

Amdocs is the market leader in customer experience systems innovation. The company combines business and operational support systems, service delivery platforms, proven services, and deep industry expertise to enable service providers and their customers to do more in the connected world. Amdocs’ offerings help service providers explore new business models, differentiate through personalized customer experiences, and streamline operations. A global company with revenue of \$2.86 billion in fiscal 2009, Amdocs has approximately 18,000 employees and serves customers in more than 60 countries worldwide. For more information, visit Amdocs at www.amdocs.com.

Amdocs has offices, development and support centers worldwide, including sites in:

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COSTA RICA	INDIA	FRANCE	THE NETHERLANDS	TURKEY
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