Sonorys Boccaccio Platform Powers Services for 700,000 YESSS! Customers in Austria

Dialogic® Products Help To Provide Easy Scalability and Fast Time-to-Market for Prepaid Mobile

CASE SUMMARY

Challenge

YESSS!, a new discount virtual network operator in Austria since April 2005, needed a service platform for its fledgling business that had to include multi-lingual IVR customer query, recharge capabilities, tariff selection, and the flexibility to add additional services and change with market demands. And the solution had to be deployed quickly — in just three months.

Solution

YESSS! chose the Sonorys Boccaccio Service Platform for its proven reliability and its expert development and deployment team. The platform was also built on field-proven Dialogic® CG Series Media Boards and Dialogic® TX Series SS7 Boards, which could be combined in a single server box to provide cost savings and easy scalability as the YESSS! customer base grew. Sonorys was able to deliver on time, and has successfully continued to enhance the YESSS! solution, which now serves more than 700,000 mobile customers in 2011.

Challenge

When Orange Austria established YESSS!, a discount Mobile Virtual Network Operator (MVNO) in April 2005, the new company wanted to establish itself quickly. It needed a service platform that could scale easily and reliably handle prepaid on-net charges 24 x 7 and eventually CAMEL roaming.

YESSS! also needed SMS services for voting, a multi-lingual Interactive Voice Response (IVR) recharge, tariff selection system, and voice mail. But the biggest challenge was to deliver all these features and functions as quickly as possible within a three-month timeframe.

Solution

YESSS! chose the Sonorys Boccaccio Service Platform because of its field-proven reliability and redundancy capabilities, along with its scalability and extensibility. The expertise of the Sonorys development and customer support team was also an important factor in the decision.

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Among the features that YESSS! considered important in the Sonorys Boccaccio platform offering are:

- **Intelligent Network services** via INAP and CAP to allow a fully featured Service Control Point for prepaid calls, virtual private network (VPN), call control, location-based services (LBS), and advice about charges
- **Voice Mail Service** via ISUP with state-of-the-art functionality
- **Point-to-Point SMS delivery** between mobile phones through MAP, along with integrated applications through SMPP or CIMD2
- **Voice applications** for call automation services that handle touch-tones, automatic speech recognition, and speech synthesis
- **A USSD gateway for both self-service and value-added services**, including balance checking and reloading for prepaid customers; information services such as news, weather, and sports scores; location-based services; interactive gaming; and mobile payment

Built on Dialogic for Efficiency

Because Sonorys needed field-proven hardware to enable a quick and cost-efficient implementation for its YESSS! solution, Sonorys built its platform on Dialogic® CG Series Media Boards and Dialogic® TX Series SS7 Boards.

According to Jörg Meier and Christian Weiss, managing directors at Sonorys, "the combination of the TX SS7 boards with CG media boards in the same server allows a powerful, feature-rich solution for an MVNO in an extremely small server footprint. We are able to provide considerable cost savings in both initial investment and ongoing operational costs, which includes rack space and even air conditioning."

In order to run the many different applications that YESSS! requires in a single box, many different SS7 protocol layers had to be handled on the TX board. "Because we have used TX boards for many years," explains Meier and Weiss, "we know that we can rely on them to operate very different protocol stacks concurrently in a reliable and stable manner."

Easy Redundancy, Scalability, and Maintenance

Sonorys achieved redundancy by duplicating its entire solution on two physical servers. Scalability simply required adding more boards or adding more application servers. Meier and Weiss report that in May 2011 "the YESSS! system is using three application servers, running in parallel, to handle its 700,000 customers."

An added advantage of deploying parallel application services in a single physical server is easy software maintenance with no service downtime. A software upgrade can be performed on one server, while the remaining servers continue to operate normally.

Additional Services — and an Eye to the Future

Since 2005, Sonorys has not only scaled its Boccaccio solution for YESSS! from a few to several hundred thousand subscribers seamlessly, but the solution has also grown more feature rich. "For example, we have continued to add tariff functionality," says Meier and Weiss, "and now YESSS! has a very flexible tariff selection system. We also recently added mobile internet support, so that now YESSS! has all the voice, SMS, and data services required for a contemporary and very flexible product portfolio for mobile subscribers."

The TX SS7 boards and CG media boards also have features that Sonorys is confident will be needed in the future. "The TX and CG boards have an integrated LAN interface," explains Meier and Weiss, "and this allows us to operate SIGTRAN-based SS7 protocols as well as RTP media streaming, with little or no modification to the applications, which is very important to the future of our platform. And the boards also support video services."

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Results

Sonorys was able to complete the entire initial project in just three months, an astonishing accomplishment for such a complex task. The platform has scaled flawlessly and now provides service for more than 6,000 prepaid customers per day. Among the services currently offered are:

- Real-time charging of prepaid customers (at first on-net and now with CAMEL2 roaming)

- An SMS Center with multiple SMPP connections for SMS service providers that allows voting and over-the-air configuration (OTAC)

- A multi-lingual interactive voice response (IVR) query and recharging system that permits easy self-service account top-up

- IVR for prepaid tariff selection

- Balance checking via IVR and SMS

- Voice mail

The Sonorys Boccaccio platform is allowing YESSS! to collect its basic call revenue efficiently at all times and to build its prepaid customer base with an excellent reputation for responsive service. Josef Mayer, managing director of YESSS!, has high praise for Sonorys and its Boccaccio platform: "The open interfaces of the Sonorys platform and the know-how of the Sonorys expert team allowed us to complete a smooth integration of our prepaid service within an astonishingly short time and at a surprisingly low cost."

About YESSS! Telekommunikation

YESSS! is a mobile virtual network operator (MVNO) for Orange Austria and was the first MVNO to offer discounted mobile services in the Austrian market. Since April 1, 2005, YESSS! has been successfully providing both mobile phone and data services to its customers and now serves more than 700,000 customers.

For more information, visit www.yesss.at.

About Sonorys Technology GmbH

Sonorys Technology is an independent system integrator, focused on mission-critical telecommunication solutions. Its Sonorys Boccaccio Service Platform is a telecommunications server that allows network operators to develop applications and implement them efficiently in a very short timeframe.

For more information, visit www.sonorys.at.

About Dialogic Inc.

Dialogic develops products and technologies that enable reliable, seamless, and efficient communications across countless devices on any network. Dialogic streamlines the delivery of high-demand mobile, VoIP, and traditional services. Dialogic also focuses on any-to-any connectivity and IP-enabling its traditional media products to smooth the move from TDM to an all-IP environment.

For more Information, visit www.dialogic.com.

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