

CallStreamIVR Serves 500,000+ Customers Each Day at Major Thai Mobile Operator

Dialogic® PowerMedia™ Host Media Processing Software Powers Popular Telco-Grade IVR System for VAS

CASE SUMMARY

Challenge

In its highly competitive market, Sun Systems knew that the request for a new IVR system for value-added services from a major mobile operator would require a carrier-grade platform with proven reliability, ease and flexibility in creating new services quickly, the lowest possible total cost of ownership — and the ability to fit seamlessly in with existing equipment. In this case, support for SIP-I and SIP-T was an especially critical issue.

Solution

Sun Systems turned to Dialogic, the company whose products it has used to enable its solutions for more than 17 years. Dialogic® PowerMedia™ Host Media Processing Software Release 4.1LIN did indeed support SIP-I and SIP-T, allowing Sun Systems to move forward quickly. The new IVR system based on Sun Systems' CallStreamIVR has become extremely popular and now serves more than 500,000 mobile customers per day.



Challenge

Sun Systems has many thousands of ports of its CallStream products deployed at the largest mobile carriers in Thailand. Because it serves so many different types of carriers and service providers, both traditional and non-traditional, in addition to large enterprises, equipment manufactures, resellers, and integrators, CallStream products must be very flexible and work on many different types of network equipment.

Recently, Sun Systems was asked to provide a new IVR system for Value-Added Services (VAS) for a major mobile carrier in Thailand. The challenge was to deliver a system that satisfied four major requirements — carrier-grade platform architecture, easy integration with the operator's on-premise equipment, flexibility to create services very quickly, and a solution with the lowest Total Ownership Cost (TOC).

In this particular case, the equipment at the operator's Mobile Switching Center (MSC) required solid support for two recent variants of SIP (SIP-I and SIP-T). "This could have been a deal-breaker," recalls Nutapong Jatabut, CEO at Sun Systems, "so we began our research immediately to make sure that we could support these protocols on a low level and without a converter. We were confident that our product CallStreamIVR could deliver everything else easily."

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Solution

CallStreamIVR is a product with many benefits for operators, and one of the most important of these is that an operator can create services easily and economically with its drag-and-drop GUI interface without coding or a scripting language. Another feature that operators value is that they can control all their ISUP signaling from the same application and do a wide variety of housekeeping tasks, such as displaying the correct handset number, setting private numbers, call drop back, rejecting calls for different reasons, and many more. Although each task seems simple in itself, doing them all in a single application is very complex.

CallStreamIVR has a track record of high availability and large-scale deployments of more than 10,000 ports, each with real-time logging, statistic collection, and alarms to guarantee Service Level Agreements. It also fully supports all types of operator equipment and protocols without the need for complex converters.

Dialogic® Products Power CallStreamIVR

One reason that Sun Systems' products, such as CallStreamIVR, are so versatile is that they are powered by a wide variety of Dialogic® products. In this case, the product used was Dialogic® PowerMedia™ Host Media Processing Software Release 4.1LIN, which included support for the new SIP variants the operator required for its premise equipment. It is very important for developers to have support for such protocols built in at the low level of PowerMedia HMP, so they do not have to be converted at a higher level.

PowerMedia HMP performs media processing tasks, and it does its work seamlessly on general-purpose servers without requiring the use of specialized hardware. This sophisticated product provides media services for building flexible, scalable, and cost-effective next-generation media servers, converged telephony applications, gateways, and video portals. When installed on a system, PowerMedia HMP looks like a Dialogic® board with DM3 architecture to the customer application, but all media processing takes place on the host processor.

Long Experience Speeds Deployment

Although months of work lay ahead to build the very complex new IVR for VAS system, Nutapong and his staff were confident that the work would go smoothly.

"Because we have built with Dialogic through so many product generations, beginning with Dialogic® JCT and DM3 boards almost two decades ago, the transition to the all-software IP media server solution we now provide with PowerMedia HMP was very smooth since we are using the same APIs," explains Nutapong. "And if we need a PSTN connection, we simply use Dialogic® HMP Interface Boards. We also have the added advantage of being able to use Dialogic® CG Boards and TX Series SS7 Boards too. Since we have experience in providing solutions with all these products, we can provide a lot of choices for our customers — and deliver exactly what they need."

Results

The mobile provider's customers are now making full use of the IVR for VAS system that Sun Systems created for them. "The mobile operator is now handling more than 500,000 calls per day with our IVR system," reports Nutapong. Customers can order or change ring-back tones, do top-up, find out their current balance, or provision other services. Top-up and balance inquiry are the most often used IVR services.

In addition, the system can be used for inbound calls, or for outbound marketing if the operator wants to offer a special deal or announce a new service. The system can be customized very easily, and this is important in helping the operator gain an advantage in the extremely competitive mobile marketplace in Thailand.

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Moving to a Low TOC Software-Only Solution

Sun Systems' engineers are now moving all the company's products to PowerMedia HMP, which helps Sun provide the very lowest possible TOC. Low TOC is very important to Thailand's mobile operators and other business customers too. A software-only solution allows Sun Systems to deploy its solution on standard servers and reduce the amount of expensive specialized hardware equipment that its customers need to purchase as spares and keep on hand.

Adding New Services with Advanced Video

Another benefit of moving to PowerMedia HMP is the ability to add advanced video features to CallStreamIVR. Video services are expected to be a very important part of the future success of enhanced services in Thailand, and companies such as Sun Systems are moving forward on developing them quickly.

Sun Systems is also adding innovative new services that do not include video. One new service is called *100 Happy Home, and it allows customers to access everything with just one number using a call drop-back feature. Customers seem to really appreciate this service, which makes their lives less complicated, and they are willing to pay for the convenience.

Anticipating a Profitable Future for Sun Systems and Dialogic in Thailand

Nutapong foresees a profitable future for both his own company and Dialogic in Thailand. "Dialogic provides the new products and protocol support, including video, that we need. We are also very happy with Dialogic technical support services, which our R&D engineers have found to be excellent. We look forward to more successful deployments of our CallStream products, including many large ones, and more new Sun Systems' products enabled by Dialogic — especially video products — in the near future."

About Sun Systems

Established in 1993, Sun Systems has succeeded in its mission to offer an open, standards-based voice-data-multimedia platform with strong competitive advantages for wireless and wireline operators. With over 10,000 ports deployed, Sun Systems now has the largest market share for Value-Added Services providers among mobile operators in Thailand. Sun Systems customers include traditional carriers, non-traditional service providers, large private enhanced services providers, enterprises, original equipment manufacturers, value-added resellers, and systems integrators.

For more information, visit www.sun-system.com.

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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Information about Sun Systems has been provided by Sun Systems for this case study.

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