

AMDOCS CUSTOMER SUCCESS STORY

LEADING EUROPEAN MVNE/MVNO TRANSATEL QUICKLY LAUNCHES MVNOS WITH AMDOCS



“The Amdocs Compact Convergence suite provides us with an ideal prepaid and service delivery platform to quickly and cost-effectively support the launch and operations of new MVNOs, all from one location, regardless of the mobile network operator or network technology.”

BERTRAND SALOMON
DEPUTY CEO | TRANSATEL, FRANCE

amdocs

TRANSATEL

Headquarters: Saint Cloud, France

Websites: www.transatel.com, www.transatel-mobile.com, www.transatel-solutions.com

Privately-held

Employees: 100

Customers: 11 Prepaid MVNOs

Industry: MVNE/MVNO

Operations in: France, UK, Belgium, Switzerland, Netherlands, Luxembourg

CHALLENGES

- > Support MVNOs with flexible services targeted to fast-growth markets
- > Provide real time charging, value-added services, and multiple brand management
- > Supply low cost prepaid mobile services

SOLUTION

- > Amdocs Compact Convergence for MVNE/Os enables innovative, differentiated and low cost services, economies of scale, and fast time-to-market
- > Reduce the need for customization assistance with Amdocs' flexible tool kit design
- > Deploy a multi-tenant architecture to enable multiple MVNOs to connect to a single platform but run their own software, promotions, services, etc., independently

RESULTS

- > A responsive and adaptable business model that enables fast rollout of MVNO businesses:
 - > Three times faster and 10 times less expensive than MNO providers
 - > More than 50% faster and nearly one quarter the cost of other MVNE providers
 - Less than two and a half months to launch a new service instead of five
- > Delivers highly targeted and flexible MVNO solutions tailored to specific markets

EXECUTIVE SUMMARY

Transatel, the leading European MVNE/O, needed a flexible, cost-effective solution to launch low-cost, highly customized, prepaid MVNO mobile services. With Amdocs, Transatel supports multiple MVNOs with minimal staff, smoothly integrates with MNOs, and achieves fast time-to-market and revenue growth, reduced costs and increased competitiveness.

“The Amdocs platform enables us to personalize customer lifecycles, and implement various prepaid rating and top-up methods in order to support different brands, languages, currencies and customer logic, allowing each MVNO to maintain its own separate brand identity and creativity with security and reliability.”

“With Amdocs, our subscribers can use their mobile phone as an authenticating tool so that money is easily transferred and family members can immediately access those funds at a local bank branch.”

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DEPUTY CEO | TRANSATEL, FRANCE



LEADING EUROPEAN MVNE/MVNO TRANSATEL QUICKLY LAUNCHES MVNOS WITH AMDOCS

Transatel is the leading pan-European Mobile Virtual Network Enabler/Operator (MVNE/O) with operations across Europe. Based in Saint Cloud, France, the company is organized into two businesses: Transatel Solutions is an MVNE, and Transatel Mobile is an MVNO.

As an MVNE, Transatel Solutions enables companies to launch a mobile service under their own brand. As an MVNO, Transatel Mobile is a mobile phone service provider dedicated to serving cross-border workers and frequent travelers. In total, Transatel operates eleven prepaid MVNOs from the company's headquarters: seven in France, two in the UK, one in Belgium and one in Switzerland.

As an MVNE, Transatel addresses the European MVNO market, which comprises 15% of the European wireless market today (approximately 20 million people). These MVNOs provide highly tailored and converged services such as voice and SMS to niche communities.

Because their services are so highly targeted, these MVNOs must have compelling value propositions designed to attract these customers. Transatel's MVNO customers must also be able to quickly roll out services and adapt as market conditions change and new opportunities emerge.

QUICK AND COST-EFFICIENT ROLLOUT OF MVNO MOBILE SERVICES

Transatel chose Amdocs Compact Convergence in order to quickly and cost-effectively roll out the mobile services its MVNOs required – on a customized basis. Transatel deployed Amdocs Compact Convergence for prepaid charging, SMSC for SMS services and support, and USSD support. The company also implemented a self-care module which they developed themselves using the Amdocs Service Creation Environment.

With Amdocs, Transatel can get prepaid MVNOs up and running quickly, utilizing any network operator or technology. According to Transatel Deputy CEO Bertrand Salomon, “The Amdocs Compact Convergence suite provides us with an ideal prepaid and service delivery platform to quickly and cost-effectively support the launch and operations of new MVNOs, all from one location, regardless of the mobile network operator or network technology.”

MVNE BENEFITS

- > Ability to support multiple prepaid MVNOs with just 15 people in one central office
- > Fast time-to-market and reduced costs
- > Increased competitiveness through the ability to offer brand differentiation, marketing, market analysis and customer segmentation

MVNO BENEFITS

- > Rapid and cost-effective roll-out of MVNO business
- > Customizable solutions that enable quick and reliable service offerings and promotions, expertly matched to each group and community
- > Increased competitiveness by substantially reducing the costs to subscribers
- > Smooth integration with MNOs
- > Fast time-to-market and revenue growth

CUSTOMER EXPERIENCE BENEFITS

- > A personalized mobile offering according to each person's unique needs
- > Ability to purchase tailored packages with:
 - > Service in a person's own language
 - > Money transfer services
 - > Low rates – sometimes even less than local calls
 - > Cross country calling with no roaming charges

TECHNICAL ENVIRONMENT

AMDOCS PRODUCTS: Amdocs Compact Convergence for MVNE/Os

BUSINESS SERVICES: Prepaid charging, value-added services, customer care and self-care support

NETWORK: GSM

PROTOCOL: Camel II and III and INAP

INTEGRATIONS: To Mobile Network Operators (MNOs) & hosting 11 brands

VALUE ADDED SERVICES

- > IVR (integrated voice recognition)
- > SMS (short message service)
- > Number portability
- > Top-Up
- > Roaming Bypass
- > Call Back
- > Balance Query
- > Money Transfer (in roadmap)

NETWORK TECHNOLOGIES

As an MVNE, Transatel has linked its own IN based MVNE technical platform to five European operators, which operate 11 MVNOs between them:

- > Bouygues Telecom (France)
- > Mobistar (Orange) (Belgium)
- > Orange CH (Switzerland)
- > Orange France
- > Orange UK

As an MVNO, Transatel has agreements with four host operators and uses their network facilities:

- > Bouygues Telecom (France)
- > Base (Belgium)
- > Tango (Luxembourg)
- > Telfort - KPN (The Netherlands)

SPECIFIC COMMUNITIES WITH SPECIFIC SERVICES – EXAMPLES FROM THE FIELD

With Amdocs Compact Convergence, Transatel MVNOs offer tailored services for specific communities – quickly and efficiently. For example, subscribers include new immigrants and workers who migrate to Europe from North Africa, Sub-Saharan Africa and Eastern Europe. These subscribers often place numerous calls to their families in their home countries. With Amdocs, Transatel MVNOs can offer lower rates to subscribers calling their home country – and provide services in their local language.

Money transfer services are also very important to Transatel's MVNO subscriber base. As Salomon makes clear, "With Amdocs, our subscribers will be able to use their mobile phone as an authenticating tool so that money is easily transferred and family members can immediately access those funds at a local bank branch."

"The Amdocs platform enables us to personalize customer lifecycles, and implement various prepaid rating and top-up methods in order to support different brands, languages, currencies and customer logic, allowing each MVNO to maintain its own separate brand identity and creativity with security and reliability," explains Salomon.

Salomon is pleased with the impressive results Transatel has achieved, and considers Amdocs Compact Convergence key to the company's growing MNVO and MVNE businesses.

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, enabling world-leading service providers to deliver an integrated, innovative and *intentional customer experience*[™] at every point of service. Amdocs provides solutions that deliver customer experience excellence, combining the software, service and expertise to help its customers execute their strategies and achieve service, operational and financial excellence. A global company with revenue of \$2.84 billion in fiscal 2007, Amdocs has more than 17,000 employees and serves customers in more than 50 countries around the world. For more information, visit Amdocs at <http://www.amdocs.com>

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

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JAPAN

THAILAND

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CYPRUS

CZECH REPUBLIC

FRANCE

GERMANY

HUNGARY

IRELAND

ISRAEL

ITALY

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