

## Alepo solution helps **ACS launch ananda**, the first LTE-only service in Myanmar

ACS becomes Myanmar's first LTE-only operator using Alepo Digital BSS and managed services, signing up over 60K subscribers within a month of launch.

### Operator Requirements

- Launch first LTE-only service in Myanmar ahead of competitors
- Create unlimited and volume-based FUP plans, bonus policies, and win-back offers
- Help them choose third-party POS and integrate it with the Alepo systems
- Facilitate BI reporting for targeted promotions and on-the-fly offers
- Ensure zero revenue leakage
- Deliver secure prepaid experience to subscribers
- Track and manage end-to-end inventory workflow
- Streamline business and network IT operations
- Implement a disaster recovery plan to optimize its network functions
- Deploy MSO model to drive cost optimization, resource efficiency, and innovative solutions

### Project Background

Recognized as a leading turnkey solutions provider, Amara Communications Co., Ltd. (ACS) was established in Myanmar in 2011 to tap into the country's rapidly developing telecom market. Its main business is constructing mobile infrastructure, reselling mobile connections, selling mobile e-top-up and top-up cards.

ACS wanted to enter the service provider market with the launch of ananda, Myanmar's first 4G + LTE service. With an aim to offer subscribers a sophisticated digital experience, the greenfield operator wanted to introduce high-speed internet and differentiated and personalized offers. Alepo, an established player in the region and renowned for its digital transformation solutions, was brought on board to deploy its next-gen Digital Business Support Systems (BSS).

In addition to implementing a system that supports rapid service creation and monetization, ACS wanted to ensure they could swiftly launch innovative offers as the market evolves. Alepo Managed Service Offerings (MSO) helped build a foolproof business continuity plan for ACS to quickly adapt to changing market trends.

### Alepo's Solution

Alepo helped ACS launch high-speed internet services with differentiated and personalized offers, first in Yangon and then in Mandalay. Alepo's Digital BSS offers advanced analytics capabilities that helped the operator configure and launch location-based plans and remain ahead in these highly competitive markets. Its Global Technical Assistance Center (GTAC) team helped ACS ensure uninterrupted services and quick disaster recovery. The key Alepo Digital BSS modules deployed for this project include:

- CRM and billing
- ERP and trouble ticketing
- OCS and PCRF
- Point of sale
- Voucher management
- Inventory management
- Recharge promotion manager
- Product catalog
- Payment gateway API
- BI reporting

## Alepo's GTAC

Alepo's GTAC is an internationally renowned ISO 20000-1 2011 certified technical support department. It handles service request management, scope change request management, incident management, and offers Managed Service Offerings (MSO) for leading operators.

The department follows ITIL-aligned processes and is operated in-house to ensure meticulous quality checks at every level. A team of skilled and experienced support professionals and engineers provide 24x7x365 support through multiple channels including Skype, email, and a best-in-class online ticketing portal.

As part of its commitment to providing high QoS, GTAC has robust feedback mechanisms such as customer satisfaction (CSAT) survey, ticket rating, and regular follow-ups. ACS said in its feedback that it was satisfied with all aspects of Alepo's MSO, found the experts knowledgeable and capable of handling the system, including troubleshooting and swiftly resolving issues.

## Client Testimonial

"Thanks to Alepo, we're equipped to launch advanced data offers, and we've been able to expand our presence to our surrounding regions in a short span of time. Alepo's highly available MSO and GTAC resources are vigilant and competent in handling our requests and issues. I can confidently say that they are one of the finest support teams we have worked with."

- Aye Mya Mya Kyi,  
CEO, Amara Communications Co., Ltd.

## Alepo's MSO

Focused on people-processes-platform, Alepo's MSO:

- Provided hands-on training to manage the system and configure promotions and plans
- Enabled POS within the system, saving ACS the cost of purchasing it from another vendor
- Ensured its team visited ACS stores to resolve technical issues pre-/post-launch at both locations
- Helped in voucher creation and customized plan configuration based for each location
- Configured custom reporting to launch contextual plans meeting customer demands, revenue monitoring, and more
- Provided pre-launch onsite technical and hardware support
- Created a reliable business continuity plan for disaster recovery
- Maintained the development bucket to configure future offerings

The MSO also oversees issues such as nearing disk capacity, high CPU utilization, license expiry, and other server health-related issues like timely planning and execution of generic service, infrastructure management, configuration management, change management, and preventative management. This helped ACS in preventing data loss, identifying pain points, providing stopgaps, and achieving optimized productivity with reduced costs.

## Solution Highlights

Alepo's Digital BSS helped ACS launch a wide range of prepaid LTE data plans, comprising tiered service levels, volume-based quotas, and FUP plans for improved customer experience and congestion control. Key features of the solution include:

**Rapid service monetization:** Advanced analytics and BI reporting helped ACS digitize processes to quickly bring several new offers and promotions to market, attracting more new customers.

**Real-time reporting and dashboards:** Robust built-in reporting and network maintenance dashboards use BI

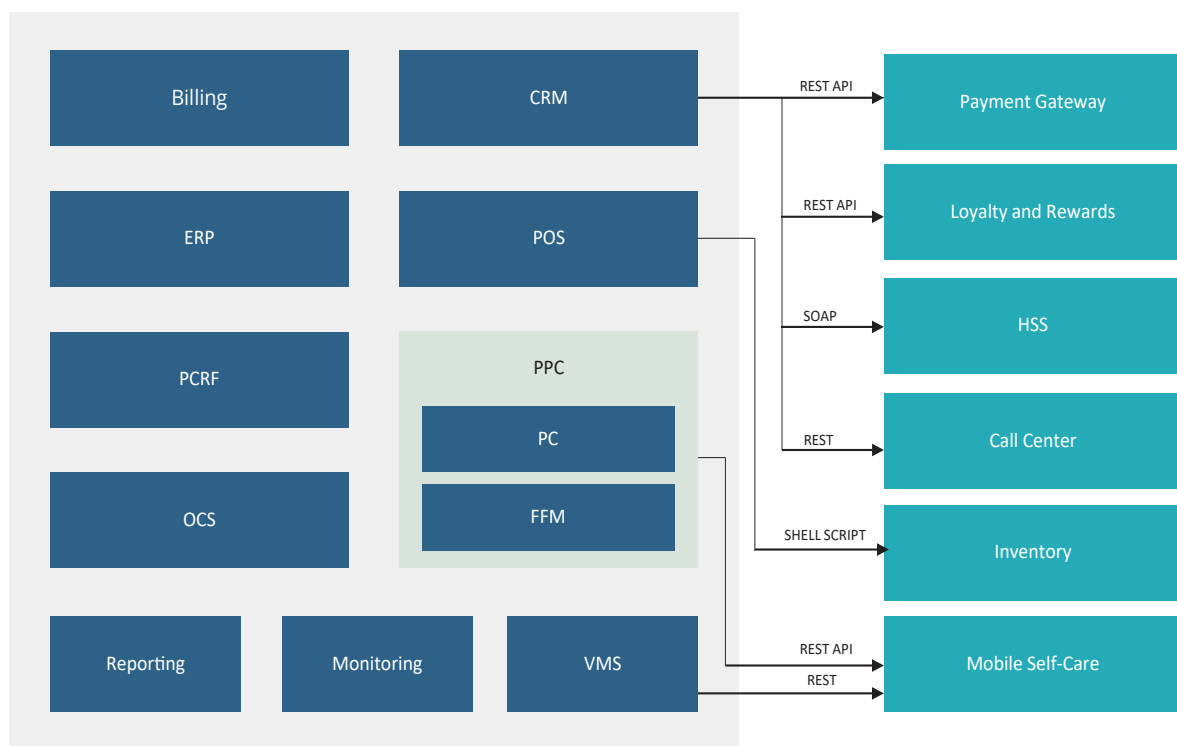
reporting to enable ACS to run graphically rich reports for various KPIs. Alepo also customized reports to meet ACS's unique business goals.

**Secure e-recharge experience:** The integrated online payment gateway helps deliver a secure and easy recharge experience to subscribers.

**Disaster recovery and custom reporting:** Alepo's GTAC team ensured uninterrupted services by proactively monitoring risks, assisting ACS to achieve optimized productivity with accelerated disaster recovery. Alepo MSO helped configure custom reporting for ACS to launch contextual plans meeting evolving customer demands and enable revenue monitoring.

## Business Use Cases

- Customized customer registration and dealer journey
- Emergency data credit
- Data gifting
- Unlimited data plans
- 24-hours unlimited pack
- Unlimited night pack
- Data roll-over
- Plan auto-renewal and product switch
- Family data allowance
- Depleting pass offerings
- Add-on volume and application-based data packs
- Congestion control with customer segmentation and FUP plans
- Promotional offers
- Bonuses and cashback
- MiFi bundles
- Volume- and time-based plans
- Nested offers with different validity
- Pay-as-you-go
- Alerts and notifications
- Inventory/subscriber search using QR code
- Loyalty and rewards
- Inventory sale from warehouses at different location



*Solution Architecture*



## Project Outcomes and Result

Alepo helped ACS digitize customer experience and ensure network excellence. Notable outcomes include:

### ***Country's first data-only operator***

ACS raced ahead of competitors like Ooredoo and Telenor in bringing their offering to market. ACS introduced multiple bonus policies and win-back offers, recording 60K subscribers within a month.

### ***Sophisticated customer experience***

Alepo's Digital BSS enabled on-the-fly offers and targeted promotions, so subscribers enjoy personalized plans and rewards that improved customer satisfaction. Six

months in, ACS signed up for managed services from Alepo and launched new marketing campaigns, resulting in significant revenue growth.

### ***Improved network reliability***

Alepo's Digital BSS increased network reliability and resulted in enhanced network performance. Since the launch, ACS has been able to ensure zero network downtime with Alepo MSO.

### ***Quick service restoration***

Alepo's GTAC team has helped ACS resolve high-severity issues with service restoration in under two hours. Also, the cumulative customer satisfaction index (CSI) and service-level agreement achieved is over 90%.

