

Muni modernizes its **legacy network within 10 months** using an Alepo BSS Transformation Solution

Muni modernizes its mobile network with an Alepo BSS Transformation solution, resulting in 10% higher revenues within just two months of deployment.

Project Background

Green Com S.A. (operating under the brand Muni), a major incumbent mobile operator in Central Africa, had an ambitious vision for its 3G mobile network. However, its legacy BSS platform lacked the capability to quickly evolve to changing subscriber demands, thereby restricting its service offerings. Muni chose Alepo to transform its legacy BSS environment to support new 3G voice, data, and roaming services, and to drive up revenue and ARPU of those services.

To position itself as a pioneer mobile operator in offering the most sophisticated mobile data plans and promotions based on the real-time business intelligence (BI) and value-added services (VAS), Muni selected Alepo to become an end-to-end BSS/OSS solution partner. With an aim to improve network operations and achieve real-time service creation capabilities, Muni had explicit requirements—complete, carrier-grade solutions for advanced policy control, real-time charging and billing, roaming and interconnect billing, subscriber data management, and CRM, including managed services offerings post-implementation.

To turn its vision into a reality and unlock cost, business performance, service, and IT excellence, Muni started a major BSS transformation journey with Alepo.

Operator Requirements

- Provide a turnkey solution for BSS, policy control, mobile VAS, mobile data and voice charging, convergent billing and charging, interconnect and roaming
- Coordinate with multiple vendors to perform business configuration and the subscriber migration from legacy BSS platform to Alepo Service Enabler
- Reduce time-to-market and enhance the customer's digital experience by deploying advanced policy control with real-time business intelligence
- Accelerate service creation and monetization by delivering rich out-of-the-box capabilities to launch on-the-fly innovative data plans, dynamic discounting, personalized offers, application bundling, etc.
- Introduce additional mobile value-added services to generate revenue beyond voice and data
- Replace manual billing and charging with automated real-time billing and charging to prevent revenue leakage and deliver a transparent customer experience
- Evolve the existing network and IT infrastructure to streamline business processes and operations
- Reduce Muni's dependence on various vendors by becoming its end-to-end solution partner
- Offer 24/7/365 managed services support for prompt resolution of user queries/change requests—a big challenge with the earlier vendor

Alepo's Solution

Alepo delivered a complete, successful business transformation within 10 months (well before the project deadline) with zero customer disturbances and zero reported data errors. The BSS modernization enhanced the experience of customers and system users. Alepo deployed the following solution components:

- Alepo Service Enabler (BSS platform) including—
 - Alepo Convergent Charging and Billing
 - Alepo CRM
 - Alepo Voucher Management System
 - Alepo Trouble Ticketing System
 - Alepo Monitoring System and more
- Alepo PCRF
- Alepo Online Charging System
- Alepo Product Catalog
- Alepo Recharge Manager
- Alepo Recharge Promotion Manager
- Alepo SCP
- Alepo Call Completion System
- Alepo SMSC, USSD and IVR Platform
- Interconnect and Roaming Platform
- Integration of Alepo SCP and Nokia MSC

- Integration of Alepo SMSC and Nokia MSC
- Integration of Alepo USSD, IVR with Nokia MSC
- Integration of Alepo PCRF with Nokia GGSN
- Integration of Alepo CRM with Nokia HLR

Solution Highlights

Network Transformation

Alepo successfully modernized the conventional legacy network, helping Muni to launch new 3G network services on a future-ready platform and realize service, IT and operational excellence.

Reduced Vendor Dependence

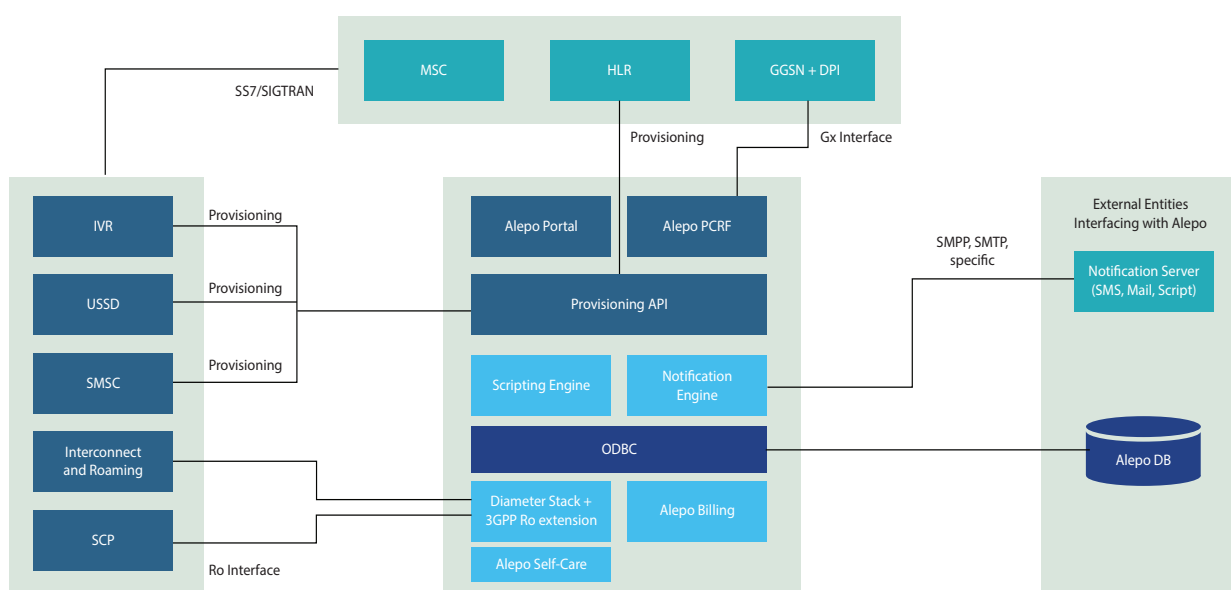
Alepo reduced Muni's dependency on various vendors for resolving network issues by providing a single back-end solution

Revenue Generating Data Offers and VAS

The Alepo solution helped Muni to launch impressive hypercontextual mobile data offers, promotions, and VAS that boosted revenues from voice and data.

24/7/365 Business Support

With Alepo's managed services offering, Muni is now assured of a quick resolution of change requests and user queries.



Network Architecture

Use Cases and Mobile VAS

Alepo deployed the following advanced use cases and mobile VAS in Muni's 3G network:

Business Use Cases

- Data Bundles—Single, Combo, Corporate, Device-based
- Pay As You Go
- Bandwidth on Demand/Turbo Boost
- Application-based Charging
- Event-based Charging
- Money Vouchers and Wallets
- Dual Post-paid-Prepaid with Cap Limit
- Toll-free or Sponsored Apps
- Location-based Plans and Applications
- Bonus Based on Location and Usage
- Discount Based on Monthly Threshold
- Night Data Card (Speed-based and Application Discount)
- Alerts and Notification
- Data Passes—Family, Roaming, Bonus with Time/Speed Restriction
- Pay As You Go Roaming
- Volume/Speed/Time-Based Plans
- Content-based Charging (CDN)
- Friend and Family Plans
- Shared Credit and Transfer Credit
- Closed User Group (CUG) and Restricted CUG
- Free Social Networking Pack
- Location-based Discounts and Advertising
- Inactive Users Promotional Campaign
- Night Time Bonus Cards
- Anti-Bill Shock Notification for Roaming
- Percentage Notification

Value-Added Services

- SOS Credit
- Call Me Back
- Missed Call Alert
- VIP Customer and RBA Restriction
- Call Collect
- Reverse Missed Call Alert

Project Outcomes

Increased Revenue

Zero revenue leakage, improved network services, a faster rollout of data offers and mobile VAS enabled Muni to realize the real revenue potential of the network. After the project, within two months, their revenue increased by 10%.

Improved Subscriber Base

By upgrading and modernizing their entire BSS, Muni had a foundation to introduce 3G services and enhance customer experience, which added 26K new subscribers and reduced their churn rate by 7.5% in the three months following the project completion.

Personalized Digital Experience

Hyper-contextual personalized offers resonating with subscriber's digital lifestyles and needs evolved the digital customer experience, increased customer engagement and drove customer loyalty.

Credits



Alepo would like to extend its appreciation to **Oumar Bonkougou, CEO, Green Com S.A.** for providing helpful insights on the post-launch project scenario.