

Tier-1 South East Asian operator implemented **Alepo's signature BSS/OSS solution**, including billing and customer care, for its nationwide fixed broadband network

A tier-1 operator achieves their fixed broadband customer targets after deploying Alepo's BSS/OSS solution

Operator Requirements

The client planned to enter the fixed telephony and broadband services market with fiber-optic internet packages for both residential and business customers. To achieve their goals, the client wanted Alepo to:

- Prioritize green field FBB operations in the nation's capital, followed by a nationwide launch
- Adhere to the strict and aggressive timelines for commercial launch
- Deliver innovative data offers to attract customers to use FBB data services
- Support complete subscriber and workflow registration management
- Follow a truly agile methodology and run multiple phases of the project in parallel for quick delivery
- Deliver converged billing and invoicing solutions
- Execute the project in two phases to ensure timely delivery
- Deprioritize non-service impact tasks until after the service was launched

Project Background

The client, a leading tier-1 international communications company in the SAARC region, delivers tailored mobile, fixed, broadband, and corporate managed services to consumers and businesses across markets in the Middle East, North Africa, and South-East Asia.

The client sought to introduce next-gen fixed broadband (FBB) services over a DOCSIS network using the new fiber-optic submarine cable. The FBB service was an addition to the client's portfolio of mobile, internet, internet TV, mobile money, and ISD calling services. To introduce these new services, the client turned to Alepo – a proven and trusted technology provider.

Alepo Solution

Alepo deployed its fixed broadband solution for the client to serve their FBB customers. The client's and Alepo's teams worked closely together to launch services as planned. The Alepo solution components delivered were:

- Alepo Service Enabler (SE), including converged CRM and web self-care to manage FBB users
- Converged Billing and Prepaid Charging Server
- Broadband AAA with real-time policy functionality
- Provisioning with external systems for modem/device provisioning and QoS control
- Business intelligence reporting tool

- Inventory management, issue management, and partner management modules
- Integration of Alepo CRM with external systems
- Integration with email (SMTP) relay
- Integration with SMSC (SMPP protocol)
- Integration with NMS to monitor Alepo systems for conditions warranting administrative attention
- Integration of Alepo CRM with the legacy financial system over SOAP API

Business Use Cases

Alepo deployed business policies for data as well as SIP calls (voice), including :

- Postpaid monthly limited plans-volume and speed
- High spending and referral discounts
- Monthly unlimited plans with fair use policy (FUP)
- Automatic subscriber alerts and notifications

Solution Highlights

Alepo's complete end-to-end FBB solution helped the operator smoothly launch FBB services. Alepo worked as

the client's partner, ensuring the business priorities were understood and addressed. The solution highlights of the project include:

Complete Subscriber Management

Alepo's SE offered a flexible, intuitive, and comprehensive subscriber management platform, including a customized 360-degree view, to present all subscriber information received by the Alepo platform or any external platform (e.g. modem parameters from a device management platform).

Complete Workflow Registration

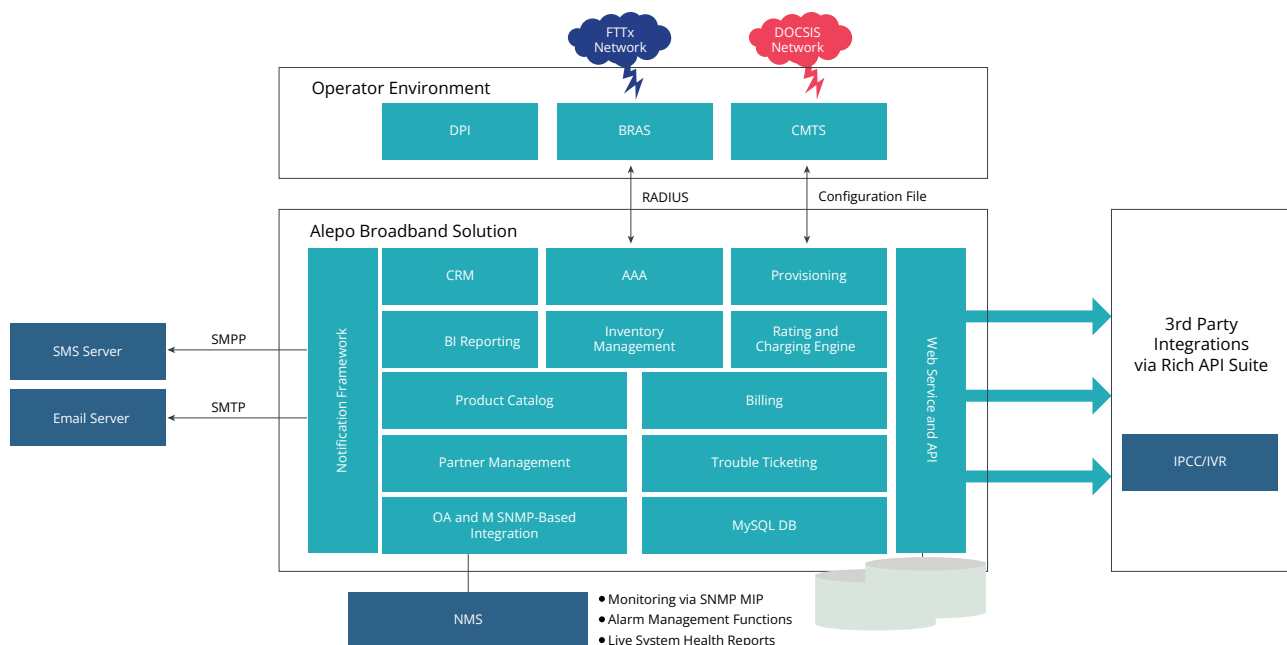
Alepo customized an activation workflow using the Alepo Trouble Ticketing module that helped the client's team quickly resolve trouble tickets.

Added Network Capacity

Alepo helped the client replace their existing DPI cards to handle more bandwidth capacity for surging demand.

Timely Launch of FBB Services

The client's partnership with Alepo facilitated a rapid launch of fixed-line broadband services, within six months of securing the operating license.



Network Architecture

Project Outcomes

The client had a hugely successful launch of fixed broadband services, which formed many new partnerships with Alepo, including multiple business benefits as stated below:

Increased Subscriber Base

Due to the high demand for FBB service, inventory was exhausted in the first month. Soon after the project completion, the client had already acquired its target subscriber base.

Improved Market Share

Within a few months of project completion, the incredible response to their fiber-optic internet packages for residential and business customers helped the client

secure significant market share in the FBB market.

Brand Leadership in SAARC

The next-gen FBB services cemented the operator as a market leader. They are now the most advanced fixedmobile service provider in the SAARC region.

Overwhelming Market Response

The FBB service was so successful, with adoption rates far exceeding expectations, that the client had to increase their DPI bandwidth capacity, with the help of Alepo.

Rapid Adoption by Subscribers

The use cases Alepo's solution enabled, triggered a rapid adoption of the newly launched services in the client's FBB network.

