Overview

synectiv
Synergy & Connectivity

Country or Region: United Kingdom

Industry: Telecommunications

Customer Profile
Mobile subscribers in hundreds of countries for travel SIMs, data SIMs, USB data sticks and world phones.

Business Situation
Synectiv required a converged services platform that would satisfy their requirements for an MVNE and MVNO offering, as well as a complete suite of SIP based VoIP applications coupled with a real-time billing engine and feature rich subscriber web portal.

Solution
Comprehensive upgrade of the Synectiv network to the Talking SIP Mobility VoIP, MVNE, MVNO Convergent Billing and Value Added Services Solution.

Benefits
- Converged Mobile and VoIP turnkey suite of revenue generating services
- Carrier Class architecture with unmatched scalability & reliability
- Lowest cost of CAPEX and OPEX
- Fully converged single account billing across multiple subscriber services
- Secure partitioning for white label offerings, network resale and third party hosting
- Flexible centralized and/or decentralized deployment using off-the-shelf hardware (dedicated or virtual servers)

Selecting a VoIP – MVNE – MVNO Convergent Billing and Value Added Services Solution

"After considerable industry due diligence Synectiv selected IVR Technologies, Inc. and their Talking SIP Mobility platform in order to build our next generation of mobile and VoIP value-added service offerings. The unmatched level of convergence across multiple signaling protocols and services, coupled with an industry leading, real-time billing engine and turnkey subscriber web portal gave Synectiv a market advantage for offering in-demand subscriber services with a centralized account for voice, data and text billing". Taki Mithwani, CEO, Synectiv Ltd.

IVR Technologies Inc. was approached by Synectiv Ltd. a UK based telecommunications service provider who requested our assistance in helping them build a next-generation, converged mobile and VoIP network. Synectiv' s existing network was comprised of disparate systems that required considerable technical management and limited their ability to provide a unified suite of mobile and VoIP services across a single subscriber account. This decision was further driven by the need to be in a position to be able to innovate rapidly through an advanced infrastructure and to not only compete but lead the market in converged services offerings that are devoid of any global restrictions or barriers for their subscribers.

With mobile and VoIP customer adoption rates climbing and a growing subscriber base, it became imperative for Synectiv to invest in a comprehensive network upgrade that would enable them to provide better service and realize greater market performance through in-demand services and features that would allow them to attract and retain customers.

The Need for Change

Having initially built their network on a hosted infrastructure with limited VoIP and billing capabilities, Synectiv quickly became cognizant of the fact that they would need to scale out their services and take more control over the network if they were to keep up with the growing demand from their subscribers. With escalating hosting costs and limited technical access to the network it became crucial for Synectiv to upgrade their network in order to drive down overheads and to put them on a path towards technical independence and be better positioned to spend their time, effort, and financial resources on marketing and sales rather than with third-party providers and technical delays.

Finding the right technology partner in which they could place their trust and confidence, was of primary importance. Vendor financing flexibility, technical expertise and a proven platform were all must haves for Synectivs' vendor selection criteria, all of which were met by IVR Technologies and Talking SIP Mobility.

The IVR Technologies Solution

Synectiv selected IVR Technologies and its Talking SIP Mobility convergent billing and value added services solution based on the product's ease of use and its ability to meet the demanding requirements of their network. During the due diligence phase, Synectiv consulted with existing IVR Technologies customers to confirm the product's reliability as well as the high level of support they could expect before, during and after deployment.

Over the wire interoperability testing was conducted prior to licensing, which confirmed network interoperability and Talking SIP Mobility's ability to fulfill the required feature set – this confirmation, coupled with the positive responses from customer references made the decision to do business with IVR Technologies and to license Talking SIP Mobility a foregone conclusion.

Talking SIP Mobility's centralized management and turnkey nature allowed Synectiv to bring their comprehensive and competitive services to market quickly – standard practice for Talking SIP Mobility installations.

IVR Technologies' Talking SIP Mobility application, media and real-time billing solution offers out-of-the-box revenue generating next-generation services like domestic MVNO services, travel SIMs, data only SIMs, USB data sticks, world phones, OTT mobile services, prepaid calling card, residential VoBB service, PBX services, call center, callback, conferencing, reminder and wakeup service, Class 4 tandem switching and a complete end-user web portal for e-commerce and autonomous, hands-off subscriber account management.

IVR Technologies' Talking SIP Mobility is an advanced software platform that combines three traditionally separate network elements into a single, tightly integrated solution for value added services and convergent billing over mobile and VoIP networks. Talking SIP Mobility's revolutionary architecture combines the features of an application server, media server, and real-time billing server into a single, cohesive, all-in-one solution. It is designed to drive revenue to the network by providing intelligent and in-demand applications that attract users and reduce turnover through innovative features, creative billing options, customizability and end-user empowerment.

Talking SIP Mobility is a database-driven and open architected solution providing unparalleled access to the documented database schema upon which it is built. This open architecture coupled with our RESTFUL Web Services API, has been instrumental in allowing the complete customization and extensibility of the application from a management and end-user perspective. Synectiv was able to rapidly extend the End User Web Interface and re-brand it to meet their exacting requirements to empower their customers and automate typical customer service intensive tasks, resulting in reduced staffing requirements and overheads.

Interoperability was of utmost importance to Synectiv to ensure continuity during the migration of the traffic from their existing network to their new Talking SIP Mobility platform. As a result of Talking SIP Mobility's ability to work right out-of-the-box, Synectiv's time to market advantage was preserved with minimal customer re-education needed.

More Reliable, Scalable and Innovative Applications

With the new Talking SIP Mobility enabled network, Synectiv is now meeting its network capacity demand with the peace of mind that the network will continue to run without interruption and the confidence that their future growth requirements can be met.

With their new converged mobile and VoIP based network architecture, Synectiv has a distinct advantage over their competition, who continue to run disjointed networks and/or legacy billing solutions, placing them in a secure position of being able to deploy a unified suite of value added services over their converged mobile and VoIP network.

As a field hardened and globally deployed value added services and real-time converged billing solution, which includes a rich suite of prepaid and postpaid voice/data/SMS mobile SIM services, Talking SIP Mobility is designed to run in the cloud, on virtual machines, or on-premise offering unmatched deployment flexibility for the carrier's network.

With the deployment of Talking SIP Mobility, Synectiv is well positioned to provide MVNA, MVNE, MVNO and M2M services along with over-the-top (OTT) mobile services, through a full suite of revenue generating VoIP applications, and a common subscriber web portal for account self-management across the full suite of Talking SIP value added services, further setting Synectiv apart from their competition.

Highly Flexible Billing Features Help to Grow Revenues and Competitive Advantage

"MVNOs will double in size by 2015 to reach 186 million subscriptions. MVNAs and MVNEs will be some of the key enablers to foster growth. Retailers and "ethnic MVNOs" will continue to represent the bulk of MVNOs in the near future, but the data-only and M2M market for MVNO will emerge", reports Dario Talmesio, Senior Analyst, Informa Telecoms & Media
(https://commerce.informatm.com/reports/global-mvno-forecasts-2015-5th-edition.html)

With subscriber rates growing rapidly the opportunity to capture and build customer relationships through competitive pricing, as well as in-demand and innovative services are key to Synectivs' future growth. Having a converged services and real-time billing solution that allows Synectiv to control cash flow, costs and markup in a flexible and creative environment places them in a secure

position to compete in the dynamic and highly competitive marketplace. With Talking SIP Mobility, Synectiv now has ultimate control over the rating of voice calls and data consumption with the ability to set rates based on time of day, date range and/or day of week, as well as manipulate the cost of the call, either up or down, over the length of the call to promote either longer or shorter call durations. Billing and rating items like surcharges, disconnect charges and rate intervals can all be changed automatically, and rates can be easily managed inside or outside the system. Standard support for packaged minute plans, data plans and monthly service fees allow for the creation of unlimited, local and monthly plans. By working in real-time, credit limits can be assigned and enforced automatically so that accounts are never overrun and payments and charges are reflected immediately across the network. Communicating customer account and call details is made possible with Talking SIP Mobility's IVR capabilities such as account balance announcements, low water mark warnings, special information tones and minute balances.

By offering all of this flexibility in an intuitive and turnkey configuration, controlled through a secure, rich and intuitive GUI interface Talking SIP Mobility makes building and managing the system extremely easy and straightforward.

Summary of Upgrade Results

Synectiv has been able to successfully build its mobile and VoIP network by using best-of-breed technology to provide the most advanced features and functionality possible in a reliable and scalable solution.

Synectiv continually receives market feedback from their customer base, which they actively share with IVR Technologies to help shape and guide Talking SIP Mobility's future direction. Synectiv continues to build their business and improve cash flow while increasing customer subscriptions and retention as a direct result of the stability, performance and services of Talking SIP Mobility.

For More Information

For more information about IVR Technologies, Inc. products, services and to schedule a complimentary demonstration and technical consultation, call the IVR Sales Information Center at: **+1 (213) 634-1522**.

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Software and Services
- Talking SIP Mobility Converged Billing & VAS
- End User Web Interface Portal
- Web Services API
- Microsoft Windows Server 2012
- Microsoft SQL Server 2012
- Internet Information Server (IIS)

Technologies
- Session Initiation Protocol (SIP)
- CAMEL and USSD Signaling
- MAP Portal Integration
- Active Server Pages (ASP.net)

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The Voice of the Next Generation Network™