

ITWorx Delivers Vodafone live! to Put Innovative Services in the Palm of Vodafone Egypt Customer Hands



Country:
Egypt

Industry:
Telco

Customer:
Vodafone Egypt

Executive Summary

To keep pace with the global Vodafone live! initiative, Vodafone Egypt needed to establish its own Arabized offering to provide users with the same innovative services on their handsets while meeting the global Vodafone live! guidelines. ITWorx successfully customized and deployed Vodafone live!, an integrated package of services including mail, calendar, instant messaging, multimedia downloads, multimedia messaging, worldwide news access, search capabilities and customizations for all major mobile handsets. In this massive project ITWorx leveraged its expertise in Vignette, Bea, and Oracle technologies.

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Vodafone launched the largest mobile service worldwide initiative - Vodafone live! We realized the importance and the need for an advanced IT development partner that will support and ensure rapid development, integration and implementation of Vodafone Egypt specifications, solutions and architecture. ITWorx had done stellar work for us in the past. As a very dynamic and supportive organization, ITWorx was the best fit for our current and future objectives.

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Housam El-Dokany,
Internet Development & Data
Services Manager,
Vodafone Egypt

The Customer

Vodafone is the world's largest mobile communications company, recognized worldwide for its quality of service and product innovation. Vodafone Egypt was founded in November of 1998 and employs over 2,200 employees, and has proven its capability of delivering innovative and compelling mobile services to a customer base of over 4 million subscribers.

The Challenge

Vodafone had launched its Vodafone live! global initiative, a customer-driven, integrated package of services aimed at providing consumers with enhanced content and applications that can be delivered to handsets over 2.5G and 3G wireless GSM networks.

To harmonize with this initiative, Vodafone Egypt needed to establish its own Vodafone live! platform to provide their customers with the same level of service offered worldwide. Vodafone Egypt sought an IT consulting and development partner with experience in the diverse range of applications needed to create, manage, deliver, and render the content to meet the Vodafone live! platform guidelines.

Technologies and Software

- Vignette Content Management 6 & 7
- Sun One Technologies including MAP (Mobile Access Pack)
- Bea WebLogic Server 6 & 8
- Drutt 3PI, Rendering
- J2EE
- JSP
- Oracle 9i
- XSL / XML / WAP / WML / PartnerML / HTML / DHTML
- Customization of content display according to Mobile Handset requirements
- GPRS

The Solution

Vodafone Egypt turned to ITWorx to develop standard and custom interfaces for content providers, mobile download platforms, and news providers. ITWorx successfully delivered a tailored Vodafone live! platform that integrates with Vodafone internal systems, instant messaging services, multimedia messaging content delivery services, third party search partners, and Vodafone content providers worldwide.

The integrated Vodafone live! package of services included email, calendar, instant messaging, multimedia downloads, multimedia messaging, worldwide news access, search capabilities, and customizations for all major handsets. ITWorx also integrated ER5 into the solution to provide a billing application for services provided by Vodafone live!, which increases revenue for the operator while providing more efficient billing services to the end user.

ITWorx implemented an advanced Content Management System to provide back-end administration for Vodafone live! content. The system performed content syndication from the different content providers, customized the content, and then delivered it to both live! and legacy devices. The content delivered is device dependent, so ITWorx enabled Vodafone live! to render and display content to end users in the format that best suits their devices, including all leading international brands.

The Benefits

Increased use of GPRS for downloads creates revenue streams

The availability of the Vodafone live! solution on the GPRS network enabled Vodafone Egypt to better track and bill for downloaded content. Better visibility, into the content users are downloading, creates new revenue streams for the mobile operator.

Increased system reliability ensures customer satisfaction, leading to higher subscriber retention

ITWorx designed a hardened, reliable platform consisting of both WAP portal and back-end solutions that met existing Vodafone live! global requirements. This reliable platform ensures maximum uptime of services, leading to better customer satisfaction and higher subscriber retention rates.

Integrated billing systems ensure more efficient payments and less churn

An integrated billing application tracks and automatically bills for services provided by Vodafone live!, which increases revenue for the operator while providing more efficient billing services to the end user.

Easy-to-use graphic user interface

ITWorx developed a Graphical User Interface (GUI) that met Vodafone global guidelines for user interface, providing users with simple access to all of their favorite services. The GUI also enables customers to customize their service packages to fit their own preferences and needs.

Customizable pushed content

By providing interfaces for all major content and news providers and custom-designing the back-end, ITWorx designed the Vodafone live! solution to enable users to easily select and customize the content they want proactively pushed to their phones. An advanced Content Management System ensured that the content is displayed in the format that best suits each user device.

Integrated and consolidated services

ITWorx worked within Vodafone live! global guidelines to provide the most innovative suite of consolidated services available. Customers have access to email, calendar, instant messaging, multimedia downloads, multimedia messaging, worldwide news access, and search capabilities – all in the palm of their hands.

Global Offices

North America

Connecticut, USA
Tel +1.860.6767.878

Middle East & Africa

Cairo, Egypt
Tel +202.2673.6111

Riyadh, KSA
Tel +9661.2886.558

For more information about our premises worldwide please logon to www.itworx.com

contactus@itworx.com