

# M1 aggregates different voice services using HP technology



For a subscriber of mobile services, accessing data and information over the mobile phone is expected to be swift, precise and hassle-free. After all, who wants to waste precious minutes these days remembering a slew of different numbers for different services?

"It may be the case when telephony services were straight forward – but in today's competitive service climate, a service provider has to provide a labyrinth of products and services within easy and convenient reach of its customers," explained Mr. Patrick Scodeller, Chief Technical Officer of MobileOne (M1).



Patrick Scodeller  
Chief Technical Officer  
MobileOne

As part of M1's continual efforts to improve service provisioning, it decided to consolidate its different Interactive Voice Response (IVR) systems over a single code so that customers can gain easier access to its family of services.

## Customer's challenge

M1 is one of Singapore's leading service providers, with over one million customers. Its seamless dual-band GSM 900/1800 MHz network has 100 per cent coverage of Singapore.

With so many customers to contend with, M1 has to offer a large variety of mobile services besides voice. Previously, the numbers of available offerings were few, but with increasing proliferation of mobile applications and services, customer demands has dictated that the service provider exponentially increase its offerings too.

This created a challenge, as the services were introduced at different times, and each was of different make from a string of 3rd party vendors. M1 needed to pre-empt the problem by aggregating the different services with a suitable solution, to meet customer expectations.

M1 needed a solution that could aggregate the fragmented pieces of its IVR access so that subscribers need only dial a single code to gain entry to a whole family of services.

"With growing demand and a more discerning customer base, we have to constantly update our IT systems to continually deliver innovative mobile services to our customers at the shortest possible time and the most convenient way," said Mr. Scodeller. "HP enables us to quickly integrate, deploy and push out our next-generation voice services in this very competitive business environment where time to market represents the difference between a market leader and a follower."



## HP's winning proposal

HP was picked as the vendor of choice because its innovative solution is easily implemented and yet practical for future scalability.

In essence, the key concept that won M1 over – is that VoiceXML is a language mature enough for developing voice services. With VoiceXML, not only was the proposed solution able to achieve IVR consolidation, it further allowed the service provider to create new voice applications.

To achieve this, HP proposed the HP OpenCall Media Platform on Linux running on HP ProLiant Servers DL380 and DL360 series. The implementation was to be done by HP Software Global Business Unit Telecom Services.

## Call bridging technique

HP OpenCall Media Platform was deployed to consolidate M1's different IVR systems using a call bridging technique.



## Challenges

- To aggregate different IVR services under a single dialing code so that customers don't have to remember different codes for different services.
- To be able to utilise this new solution for future applications as well.

## Solutions

- HP OpenCall Media Platform on Linux.
- HP ProLiant Servers DL380 and DL360 series.
- Call bridging technique.

## Benefits

- Successful migration onto the HP OpenCall Media Platform brings convenience to M1's customers.
- The open source platform means that M1 can work with different partners to create unlimited innovative services.
- M1 is indirectly providing a platform to engage the developer community to showcase their applications.

A bridge is used to connect the voice channels of two call parties within the same session. For example, when an incoming fax signal is detected, the service can redirect this incoming call to a fax machine or a fax server by bridging the call to an outgoing one. This consolidation provides a single access point for the identified existing services, as well as new applications.

So successful was the implementation that M1 has used the same platform to further roll out its "4D /TOTO" voice services, using VoiceXML technology to support an application that was developed by its engaged developers.

"M1 has consistently been a strong telco contender due to its ability to leverage technology to enhance business competitiveness. HP OpenCall Media Platform offers an open, highly scalable, carrier-grade media platform for convergent network implementations and future advanced applications—bringing the agility and value of IT to service delivery, while meeting the carrier-grade expectations that service providers demand," said Ms. Tan Yen Yen, Director, Software Global Business Unit, South East Asia/India, HP.

### Implementation challenges

Smooth-running though the solution may be now, there were still glitches during the implementation phase that placed considerable pressure on the committed time line. For example, as the product was new, shipment was slightly delayed to further improve the system.

In addition, service activation to M1's network also encountered challenges. Fortunately, HP has a global network of consultants and together, their expertise and knowledge are shared to swiftly address any implementation problems.

"We are very impressed by HP's commitment to complete this project," said Mr. Scodeller. "In cases where problems could not be solved immediately, they flew in foreign experts to assist...which goes to show how far they are willing to bend over backwards for their clients to successfully complete their tasks."

### Benefits delivered

The most direct benefit from the solution is the successful migration of different applications onto the HP OpenCall Media Platform. With a consolidated IVR system, it brings much convenience for customers to access M1's various voice and data services.

Secondly, the ability to create new applications over this open platform means that M1 can work with different partners to create unlimited innovative services for its customers. The 4D/TOTO is just the first of many innovative offerings to come.

Thirdly, with HP OpenCall Media Platform, not only is M1 able to expand its service offerings, it is indirectly providing a platform to engage other vendors in the developer community to showcase their applications.

All these can only be achieved through a scalable solution, which is what HP OpenCall Media Platform and HP's DL series of ProLiant Servers provided.

"We are constantly bringing new partners of HP OpenCall Media Platform to M1, so that new ideas and options can be explored and generated. With the success of this platform, M1 is considering integrating with other IVR systems as well. This means that we have the opportunity to further expand the current infrastructure", said Ms. Tan.

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For more information on HP OpenCall software, visit [www.hp.com/go/opencall](http://www.hp.com/go/opencall)

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5983-3019EEP, 07/2005

