Aspire Created an Integrated Customer Engagement Solution for a Leading Telecom Company in Maldives

ATTENTION. ALWAYS.

aspire SYSTEMS

attention. always.

THE CUSTOMER

Our customer is a leading International Telecommunications company delivering mobile, fixed, broadband internet and corporate managed services tailored to the needs of consumers and businesses across the Middle East, North Africa and Southeast Asia.

THE CHALLENGE

With a huge global customer base of over 115 million, our customer has experienced a significant growth in transforming from a single market operator in Qatar to an International Communications company. In order to keep up with the digital world, our customer faced a few business and technical challenges among the below mentioned ones.

BUSINESS CHALLENGES

Today's customers want operators who can engage with them across multiple channels anytime and anywhere which means connectivity is the key. Our customer's biggest challenge was to overcome the lack of connectivity within the enterprise that in turn hurts their customer relationship. Their customer data was highly dispersed and resided in different silos because of which it was difficult to access customer data, use them to engage and interact with customers. This resulted in high resolution time for critical customer issues.

TECHNICAL CHALLENGES

Our customer's Operations Support Systems and Business Support Systems (OSS/BSS) were developed in different platforms. Traditional platform development was used to access data from each of these systems which was a complex process. They lacked a common integration platform for internal and external systems.

THE SOLUTION

> **"** The Open API architecture solution developed will now be internally used by the customer care team to have a 360 degree view of the customer details and make necessary subscription updates through CRM system – SFDC. **"**

After a brief analysis of our customer's business and technical challenges, Aspire's enterprise integration consultants proposed a unified CRM solution to boost their customer relationship and a newer Middleware/ESB platform to enable them in their IT transformation efforts.

We proposed an Open API architecture solution for integration with OSS / BSS systems of Ericsson and Ericsson systems because time to market for any enterprise integration in the telecom industry is so less and the Open API architecture reference platform is readily available.

Aspire built a middleware platform using AURAS-Gen, powered by WSO2 with out of the box features for exception handling, notification, persistence, auditing, rules, connectivity and some of the utility functions often used across every project. This has proved to save development efforts by around 30%.

We worked with our customer's infrastructure and IT teams to set up the hardware and Infra-structure required for the proposed Open API architecture solution. All their existing systems and services were integrated to the new ESB platform where user and access management and project management were enabled. We also provided API analytics and Dashboard view that can be monitored/checked by the customer through a Portal and enhanced security by having a secured connection to external services (using https).

The solution guaranteed high availability of services at any given point of time through an Open API Architecture layer integrated with major Telecom soft products of Ericsson. This solution follows a pluggable architecture to any Telecom giant's IT systems for total digital transformation.
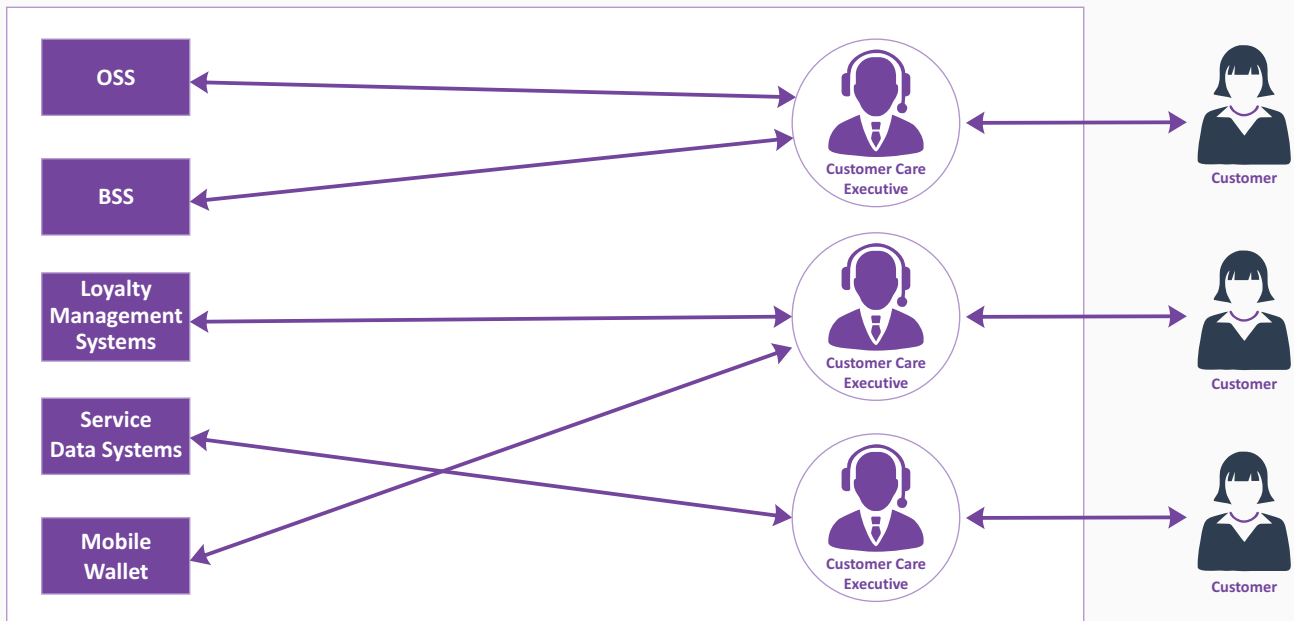
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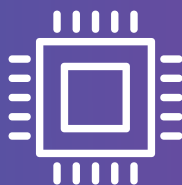
Tools and Technologies:

- WSO2 Enterprise Integrator V 6.1.1
- WSO2 API Manager V 2.1.0
- Rabbit MQ V 3.6.9
- Any RDBMS (MySQL, Oracle, SQL Server)
- 64-bit Linux OS (Unbuntu version)
- HA Proxy or F5 for High Availability

Customer Engagement before Open API Architecture

- **Customer care executive had direct access to disparate core systems.**

Customer Engagement after Open API Architecture
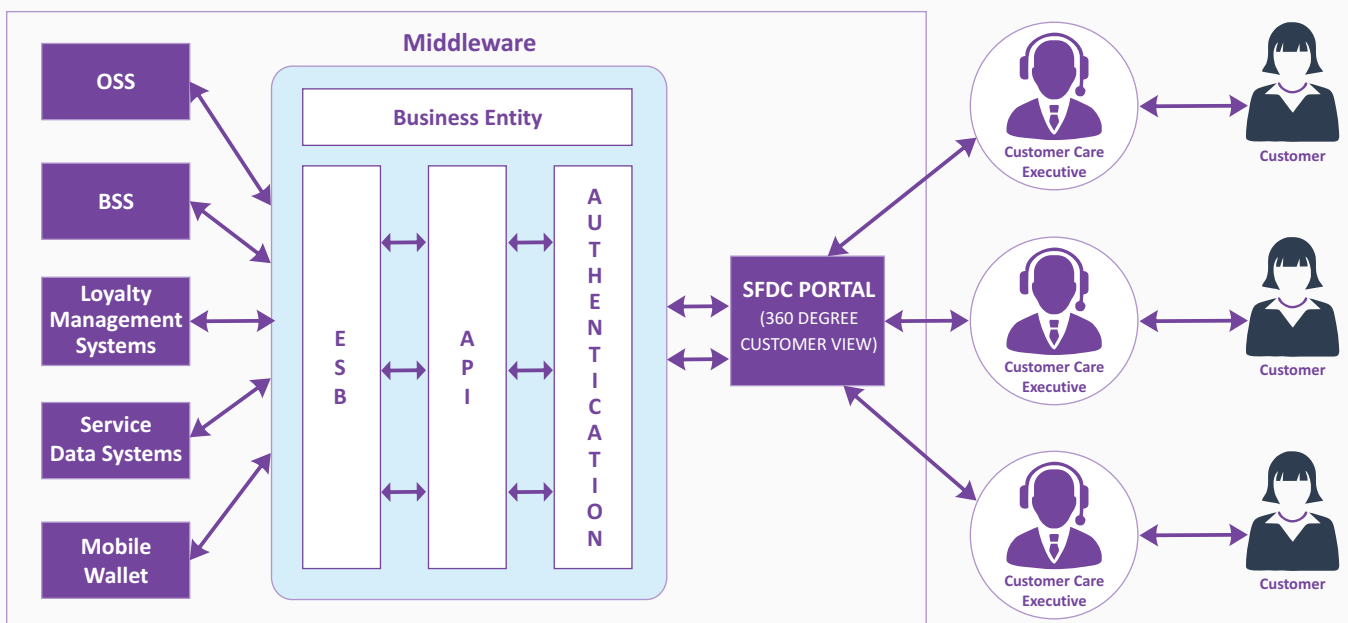
- **Disparate core systems are unified and secured using WSO2 Middleware.**
- **Customer care executive can have a 360 degree customer view**

RESULTS & ROI

The Customer care team has been accessing the OSS/BSS and also the internal systems for retrieving customer data and performing certain operational updates based on customer subscription. The solution developed will now be internally used by the customer care team to have a 360 degree view of the customer details and make necessary subscription updates through CRM system – SFDC.

With our solution, our customer benefited from:

1 Quick end customer issue resolution.

2 Single platform for access and modification of customer related data.

3 Open Architecture platform for any external system integration.

4 Unified data source as Business Entities for future references.

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ATTENTION. ALWAYS.

ABOUT ASPIRE

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.