



RAPID SERVICE ROLLOUT

WIPRO GLOBAL COMMUNICATION SERVICE PROVIDER

BSS Implementation for a Greenfield Broadband Services Operator.

» **EXECUTIVE SUMMARY** Wipro helped the client for a rapid rollout of competitive WiMax and IMS services. The project involved implementation of multiple BSS COTS deployment which included CRM, Billing, Interconnect, Revenue Assurance and Fraud Management, with an Web Portal on top of those for dashboard reporting

» **THE CLIENT** The client is a part of a major diversified group based in Saudi Arabia and operating across the Middle East. They are a next generation Greenfield IP and fixed line services operator, and also a WiMAX service provider with an IMS layer on top of the IP network for voice and other Value Added Services. The network is planned around DWDM, IP MPLS and NGN.

» **BUSINESS NEED** The Client's main requirements were to be able to:

- Roll out competitive WIMAX and IMS services quickly & Rapidly
- Key theme is improved customer experience through service differentiation
- Implementation and Outsourcing of IT systems, with multiple BSS COTS implementations
- BSS deployment included CRM, Billing, Interconnect, Revenue Assurance and Fraud Management, with an Web Portal on top of those for dashboard reporting

» CHALLENGE

The key challenges in this project was the ability to be able to define L1, L2 and L3 for all services as per the customer requirements, ambitious deployment timeline and fixed price project which required tighter control

The other challenges were:

- Frequently changing Value Prop
- Oracle BRM non-compliance to SCTP protocol.
- No Sign-off or Baseline requirements

» HOW WIPRO HELPED

- BSS implementation along with managed operations for COTS products in the respective BSS areas
- Deployment of Oracle BRM Billing for a next generation services scenario; development of appropriate adaptors for online charging using ZTE network elements
- Implementation of Subex's interconnect billing for complex partner settlement scenarios
- Development of a reporting dashboard for revenue assurance and possible fraud scenarios through enterprise reporting tool
- Management of third-party BSS vendors as a part of PMO

Principle components used as part of the framework include:

- Web Portal development for CRM functions
- See beyond (BPM) for the ease of integration of the new applications.
- OSM for network provisioning
- BRM for online charging and balance management for WIMAX and IMS services

Wipro executed the following activities as a part of the project:

- Implemented Infranet AAA gateway for online charging of Voice calls
- Implemented Infranet RADIUS manager for batch processing of Radius CDRs.
- Developed web based, image oriented GUI/Web Portal for customer management or CRM functions
- Developed the real time interface between BRM and OSM, which allowed real time synchronization for service management

» BENEFITS TO CUSTOMER

Key points that led to successful project implementation are

- Cost optimization by choosing a combination of COTS and bespoke development for BSS components
- Sharing of risks for the 5 year managed operations in BSS, while continuing to provide the best customer experience as desired by the client
- Third-party vendor management, enabling the client to focus on business
- Demonstrated ability to roll out new WIMAX and IMS services faster –enabled by a highly skilled and motivated team from Wipro
- Seamless Integration between 13 COTS applications

For further details on how Wipro's Global Communication Service Provider team can help you, visit www.wipro.com or email info@wipro.com

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