

Right-aligning messaging capacity with growth for a leading operator in West Africa

Market Scenario

SMS has been the most successful non-voice service for mobile operators in the history of telecommunications and, as such, has been a key revenue generator.



Global SMS traffic is expected to increase to 9.4 trillion messages by 2016, up from 5.9 trillion messages in 2011

Global SMS revenues will increase at a compound annual growth rate of 3 percent over the next five years

SMS will generate more than US\$722 billion between 2011 and 2016.

Source: Informa reports

Need

Our client, a leading MNO in West Africa was experience tremendous surge in its messaging traffic, which was posing numerous challenges for our client. The MNO wanted to right-align the SMS capacity with the growing messaging volumes to ensure optimal service delivery.

Business Challenges

1 Cost-efficiently manage growing SMS traffic

2 Optimize existing messaging capacity

3 Deliver enhanced Quality of experience for the end users

Solution

Mahindra Comviva's **SMS Platform** extends the capacity in the current network by optimally distributing network load and traffic flows, or by introducing message controller elements that can generate significant traffic offloads.

Mahindra Comviva assessed the MNO's current SMS network architecture, analyzed the characteristics and the flow of messaging traffic patterns and anticipated growth trends. On the basis of this analysis Comviva proposed its SMS platform, which:

- Introduced traffic management controls, whilst consolidating network access and enabling services integration
- Offered a range of traffic handling options, tailored to the operator's messaging needs, to improve transaction performance on the network, and significantly de-escalated SMS infrastructure costs
- Smoothened the delivery of the rapidly growing messaging volumes

Results

Processed and delivered **1.37 billion messages in 3 months**

Average **monthly traffic equaled 471.7 million messages**

Achieved **99.99% service uptime**