Powering Hyper-Scalability in Data for an Indian Operator

Market Scenario

With each passing day, the Indian telecom market is getting increasingly commoditized and high competition is driving prices down. Mobile Internet in India has seen a growth spurt over the past few years.

In 2009, over 50 million subscribers accessed the internet through their mobile phones; and by the end of 2012, about 200 million Indian mobile subscribers are likely to access the web on their mobile phones.

Need

Our client, one of the largest MNOs in India with over 145 million subscribers, wanted an innovative data offering to efficiently manage the growing data volume and drive subscriber stickiness.The client was handling a massive 700+ million hits / day with 4.5 million unique users / day and a daily volume of 14.6 TB.

Needed a Data Solution that

1. Offers Enhanced Scalability
2. Drives Revenues
3. Reduces Cost
4. Improves Subscriber Experience
5. Provides Subscriber Insights

Solution

Mahindra Comviva's **Mobile Data Platform** (MDP) is an end-to-end mobile data solution that deploys a range of techniques to compress and accelerate Internet traffic, optimizing bandwidth and hardware investment to significantly rationalize costs.

- Mahindra Comviva proposed the Caching and Optimization component of its MDP solution to cut costs and address operator's increasing data needs.

- Replete with a bundle of features, the MDP solution enhanced horizontal and vertical scalability to efficiently handle peak TPS of 15000 transactions.

- Header enrichment features enabled the MNO to partner with content providers and provide differentiated services.

- The system also generated 60+ reports that provided detailed insights into subscriber behavior that the MNO could leverage to create new revenue opportunities.

Results

Immediate impact of MDP – 4 weeks after installation:

Hits	61% Jump in Hits
Volume	100% Jump in Traffic Volume
Daily Users	23% Jump in Unique Users / Day
Volume Per User	63% Jump in Volume / User / Day

Between Jan and July 2012, the MNO recorded:

11% increase in service revenue - approximately USD 200 million
18% Mobile Internet penetration - 27 million users
11.3% growth in the number of unique users
19.5 billion total monthly hits on average - 32% month-on-month increase
400 TB average data consumption per month – 41% month-on-month increase