

A Cloud Based Converged Communication Platform for SMSC & USSD

The customer is a leading GSM communication company in West Africa that has been operating since June 2001.

It is a subsidiary of a leading international telecommunications company that operates in 21 countries in the Middle East, Africa, and Europe and offers an integrated suite of communication products and services, including traditional mobile voice, data, digital and mobile financial services, as well as enterprise services.

5900+
TPS

99.72%
Success Rate

Challenge:

- **Non scalable** Legacy messaging Infrastructure
- **High CapEx and OpEx** with delayed monetization
- Long lead-times for new product launches
- Dependency on **multiple siloed systems**

Non scalable legacy messaging infrastructure set up was leading to high operational cost. The customer was also laggard in cloud & future readiness.

To support the future vision and generate incremental revenue, a future resilient cloud ready modernized messaging infrastructure was required.

Solution:

- Consolidated messaging infrastructure
- Dashboard for Business and operation KPIs..
- Intuitive GUI

Comviva deployed **UNO – A converged communication & monetization platform** to help the operator consolidate the messaging infrastructure into a single cloud-based platform eliminating dependency on multiple siloed systems, alleviating the time-to-market and supporting future evolution.

It also enables the operator to create applications on the go and launch it through USSD and SMS channels in record time.

Benefit:

- Faster time to market
- TAT for new services launched reduced from days to hours
- Significant reduction in OpEx and CapEx
- TPS increased from **2000 to 5900**
- P2P success rate is **99.45%**
- P2A success rate is **99.58%**
- USSD success rate is **99.72%**

Virtualized Unified platform for both SMSC and USSD, leading to a significant cost reduction.

User Friendly Application Creation Platform which helps in faster rollout of new services thereby reducing the time to market significantly.

A comprehensive cloud ready platform for incremental revenue generation with increased P2A & USSD success rate