

Innovative Mobile Services

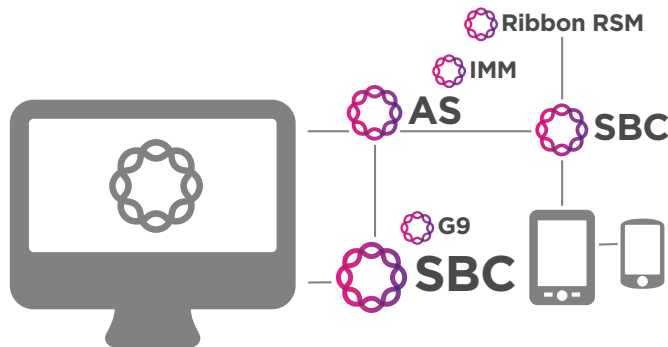
Attracting and retaining customers with a low cost mobile service

Customer

Ribbon's customer is a large data and telecom provider based in Asia. They provide consumer & business internet as well as mobile voice services.

Challenge

The customer wanted to launch a new service that enabled their broadband users to connect to other users, free of charge, using their mobile devices. The solution had to interoperate with multiple vendors in their network and meet tight launch schedules.



Solution

Ribbon delivered a complete solution leveraging multiple elements of our portfolio. Ribbon SBCs were deployed with the C3 Call Session Controllers and G9 Media gateways, as well as a Ribbon Application Server (AS) and an Intelligent Messaging server. Ribbon had to deploy its entire solution without disrupting the customer's existing network. Our teams used custom routing on the access side of the SBC, along with service logic on the Ribbon AS to mitigate potential call flow issues that the customer's existing elements were not designed to handle. The

Ribbon Communications delivered a complete solution that was not only scalable and interoperable with third party equipment, but also offered advanced UC services

solution now provides extended Unified Communications call forwarding and routing to voicemail services for registered users, while removing any interoperability dependencies upon 3rd party products. The Ribbon SBC normalizes all traffic between the customer's 3rd party soft switch and the Ribbon AS while Ribbon Billing provides IPDR to CDR conversion for integration to the customer's billing server.

Result

The customer launched the new service to existing broadband customers for free; new customers pay just \$1. It provides free calling between registered clients, or offers regulated charges for fixed/mobile. Shortly after launch over 25,000 users signed up and currently the offer has over 100,000 active subscribers.



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