



SUCCESS STORY
OPSC® Gold

Ukraine’s fastest growing mobile network operator LCC Astelit relies on Orga Systems’ fully convergent charging and billing platform to strengthen its leading market position. Offering next generation services on a unified platform streamlines operations for Astelit’s successful, multi-service growth strategy.

„With our ambitious innovation approach we realize continuous outstanding growth rates in a highly competitive market. That’s why a strong partner that understands our needs and supports our business is essential for us.

With Orga Systems’ convergent product suite OPSC® Gold, we are able to successfully launch new, next generation services with a very aggressive time to market. This helps us to clearly differentiate from our competitors.“



Dr. H. Nebi Gursoy
Service & Product Development

The Need

As the most innovative and fastest growing operator in the Ukraine, Astelit has faced the need to upgrade its charging and billing environment. Performance and capability limitations as well as the need to prepare themselves for the next generation networks and services forced a strategic decision for the future. In view of the serious danger of losing revenue and generate bad user experience, a

shorttime solution was required securing a long term and convergent roadmap in addition. The only answer to this was one single real-time system for pre- and postpaid customers with a unified rating and billing environment for all services to assure future ability to differentiate from the competition via tailored tariffs, innovative service bundles and campaigns.

Astelit life:)

Astelit is the third national mobile services operator of Ukraine which covers the territory where 93% of population lives. Its network branded as life:) is growing at a record pace: today it covers all towns with inhabitants over 10,000 and more than 27,500 settlements of Ukraine, as well as all the major highways of the country. life:) provides roaming opportunities in 211 countries via more than 520 roaming partners.

Orga Systems

Orga Systems is a leading expert in mission critical, convergent real-time billing. Its products enable international telecommunication companies to rate, charge and bill any service for prepaid, postpaid and hybrid subscribers. Technology experts in Germany, Italy, Spain, Turkey, the Ukraine, Brazil and Malaysia create cost-effective, custom-tailored solutions based on highly flexible products.

The Challenge

Implementing a fully convergent real-time rating and billing platform within the customers existing systems infrastructure effects the most sensible environment that is in control of the operators revenue stream. This requires a detailed planned and phased approach to guarantee uninterrupted network operation. In Astelit, the project in particular has to fulfill several core requirements at the same time.

- Eliminate performance limitations in the legacy system environment
- Replace and streamline charging and billing IT infrastructure
- Retain the existing IT investments in messaging platforms and peripheral systems
- Short term migration of 8 million subscribers and all related tariffs
- Improving time to market for new services
- Enabling a long term convergent roadmap

The Solution

With Astelit's decision for Orga Systems' convergent, single system, "end-to-end" solution OPSC® Gold, a three phase role out started. In parallel to the implementation of OPSC®, the IN related components have been replaced in the initial phase by Orga Systems' SCP and MCP™ to establish a high performance real-time call and service control.

The Orga Systems' Voucher Management OVSC in combination with the messaging and self-care solution build the subscriber communication platform to secure a close user interaction to guarantee excellent user experience. The final implementation of Orga Systems' real-time billing system OPSC® Gold successfully ends up with the move of all subscribers to one single system. Migrating the whole customer base of more than 8 million subscribers (prepaid and postpaid) and all related tariffs enabled Astelit to offer more sophisticated hybrid tariffs. Combining pre- and postpaid payment methods for new offerings, including promotions and loyalty campaigns boost the brand's attractiveness and awareness. Mid of year 2008, more than 10 million subscribers are operated within the life:) network.

deployed products

- OPSC® Gold – Convergent Real-time Charging and Billing
- OBMS – Real-time Bonus, Loyalty and Bundles
- OVSC – Reliable Voucher Management
- SCP – Advanced IN Real-time Services
- MCP™ – Media Control Point
- wIQ Platform – Mobile Customer Self-Care

Customer benefit

- Unified and convergent rate plans and tariffs
- Real-time service control, rating, charging and billing
- High performance, scalability and system robustness
- Sophisticated promotion, bundle and campaign management
- Rapid generation of critical financial reports
- Reliable solution partnership

Customer value

- Minimize implementation risks – optimize time to market
- Differentiate from the competition – drive brand awareness
- Assure revenues – minimize revenue leakage
- Tailored system design – reduced CAPEX
- Real-time customer interaction – positive user experience