

Success Story



Converged Billing Breaks Speed
Records at VOXmobile

VOXmobile: Luxembourg's 3G, GSM and Fixed-Line Operator

VOXmobile S.A. is a new operator of mobile and fixed telephone networks in Luxembourg. Awarded a UMTS license in July 2003, VOXmobile intends to become the leading 3G operator in Luxembourg. VOXmobile officially launched its GSM service in May 2004, and plans to launch its 3G service in Q4/2004.

Pascal Koster and Jean-Claude Bintz serve as joint CEOs and Directors of VOXmobile.

VOXmobile's Need: Converged Billing

VOXmobile had a clear vision of why it needed converged billing.

"First, we wanted to offer all subscribers complete access to all existing and emerging services – whether prepaid mobile, postpaid mobile or fixed line," said Koster. "Second, as a new operator, we wanted to minimize both CAPEX investment and OPEX overhead."

A major selection criterion for VOXmobile, and the key means to attaining its two-fold objective, was a real-time billing capability for voice and data. Real-time authorization of all service requests, similar to credit-card processing, would enable VOXmobile to manage credit risk while imposing credit limits on all users. Real-time data charging would allow the carrier to implement variable billing based on volume or content value. And a single converged real-time billing system would enable more streamlined operations.

Moreover, VOXmobile wanted to enable subscribers to customize their services

and control expenditures for one or multiple accounts connected to the same phone number. The operator wanted to give subscribers the option for split billing, for example enabling a user to be on a postpaid plan while at work and a prepaid plan when away from the office.

The Challenge: Speed

Ever hear about a new operator implementing a strategic billing system in less than three months? Well, if you've heard about VOXmobile, then you've heard it all.

When VOXmobile selected the Comverse Real-Time Converged Billing solution at the end of February 2004, the challenge was immense: to implement the solution in time for the operator's launch of its GSM network service scheduled for mid-May.

The Solution: Comverse Real-Time Converged Billing

VOXmobile selected the Real-Time Converged Billing solution from Comverse, a sophisticated converged billing platform that uses the same rating engine for processing prepaid and postpaid voice and data.

"A primary reason VOXmobile selected Comverse was for its full convergence of prepaid and postpaid systems. We did not want to have a real-time prepaid system delivering pre-rated call detail records to a classical postpaid billing system," Koster explained.

The Need:

VOXmobile sought to offer all services to all subscribers and minimize both CAPEX and OPEX

The Challenge:

To meet an aggressive time schedule

The Solution:

Comverse Real-Time Converged Billing

Why Selected:

Full real-time convergence of prepaid and postpaid systems

The Result:

The system was deployed in record time and quickly became "a key business tool for success"

The Comverse Real-Time Converged Billing system is a key business tool for our success. Pascal Koster, joint CEO and Director of VOXmobile

About Comverse

Comverse is the world's leading provider of software and systems enabling value-added services for voice, messaging, mobile Internet and mobile advertising; converged billing and active customer management; and IP communications. Comverse's extensive customer base spans more than 130 countries and covers over 500 communication service providers serving more than two billion subscribers. The company's innovative product portfolio enables communication service providers to unleash the value of the network for their customers by making their networks smarter.

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Comverse Delivers in Real-Time

VOXmobile wanted to work with a proven supplier who could deliver and integrate a single converged system as a full turnkey project – while meeting its tight launch schedule.

Having no time to spare, dedicated professionals of VOXmobile and Comverse rolled up their sleeves and got down to business, often working around the clock. Hardware was fast-tracked and quickly cleared customs. In less than 12 weeks, the first fully converged real-time billing system in Europe had gone live.

"Comverse agreed to and met our aggressive roll-out schedule," says Pascal Koster, CEO of VOXmobile. "As a result, VOXmobile became the first operator in Luxembourg to implement a converged billing system, which allowed us to achieve the market's lowest operational cost structure."

Record Results

The Comverse solution quickly delivered measurable operational advantages to VOXmobile. "A main benefit of a single billing system for all services is easier operations and maintenance – translating into significant savings in operating expenses," says Koster.

The real-time authorization, rating and charging capabilities are also living up to VOXmobile's expectations. "We have reduced the risks of revenue leakage, fraud and bad debt by providing credit limits to all accounts," says Koster.

"Real-time capabilities allow us to implement comprehensive tariff plans such as location-based billing, friends and family packages, and promotional balances."

The Comverse solution is also delivering the goods from the subscriber perspective. "Our subscribers have real-time access to account data, and the ability to self-provision services, via WAP or the Web," says Koster. "Most importantly, our subscribers enjoy the benefit of a completely up-to-date and accurate bill."

"The Comverse Real-Time Converged Billing system is a key business tool for our success," sums up Koster. "Our philosophy is if you can't bill it, kill it. With Comverse, we can indeed bill it."

Not only did VOXmobile meet its aggressive deadline for implementing real-time converged billing, the operator also met and exceeded its short-term market share objectives.

With an original goal of 10% market share by year-end 2004, the company achieved its target in only 45 days.

Having recently surpassed 15% share, the fast-moving operator has doubled its original goal and is now expecting to achieve 20% share by the end of 2004.

At this pace, fast-moving VOXmobile is sure to break more records in the future.