One97's Customer Communications Platform Dominates with 70% Market Share

Dialogic® CG Series Media Boards and TX Series SS7 Boards Help One97 Handle Over Five Billion Transactions Per Month

CASE SUMMARY

Challenge

In December 2000, One97 Communications Ltd was launched with a vision of providing innovative value-added services to the fast-growing telecom market in India. To create robust platforms for its futuristic ideas, One97 surveyed the media and signaling technology available in the market, searching for field-proven, high-density products that would provide flexibility and a bankable support structure for a new company seeking to translate its ideas into real, marketable services quickly.

one97 | Let's get talking!

Solution

Customer communications has been one of One97's major successes. To power its platform, which is offered to carriers on a pay-per-transaction model, One97 chose Dialogic® CG Series Media Boards and Dialogic® TX Series SS7 Boards, and the Dialogic® NaturalAccess™ Development Environment. In 2009 One97 evaluated the alternative products available in the marketplace by testing them under simulated production conditions, and again chose Dialogic® technology for reliability, flexibility, high density, and excellent support.

Challenge

One97 Communications Ltd is India's leading telecom applications service provider for customer communications, capable of reaching every telecom user in India because of its strategic business alliances with the major carriers in the Indian market.

One97 offers content, commerce, marketing, and social networking products and solutions for mobile users across voice, messaging, WAP, web, and USSD. Always focused on enabling telecom networks to become the best and most-used media for delivering content, information, and intelligent transactions to consumers, One97's success in customer communications has helped the company acquire a formidable market position in a short period of time.

While creative software designers laid out their plans, network specialists at One97 surveyed the options for media and signaling technology in a very competitive marketplace. "Of course, we wanted technology that was field-proven, flexible, and high density, since we already knew that rack space rent would be expensive," says Sanjay Singh, Chief Technology Officer at One97. "But we also preferred technology from a company that would work with us, as we were a fast-growing entrepreneurial company. We wanted a partner who was looking forward to the future and would provide options that would let its technology grow with us."

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Solution

Since a primary goal of the service platform is to enhance the revenue and profitability of carriers, customer communications was an excellent choice for an early service application. One97's software designers created a customer communications application with calls that fall into two service categories:

- **Informational calls** — SS7 ISUP calls are made from the One97 platform to subscribers that appear on lists of leads provided to One97 by its carrier customers. When they answer, subscribers hear a general pre-recorded promotional message, and are invited to select from a set of menus, and then to choose specific options to hear more specific promotional messages. For example, subscribers could conveniently learn about new songs that are available for fee-based listening. They can select a musical category (menu), and then learn about the individual songs that are newly available in that category.

- **Action calls** — Call structure is similar to that of information-only calls, but during the call, subscribers can actually download a song or cancel a selection. For example, they can download songs to add to their personal song lists, or remove songs from their lists.

Since the purpose of customer communications is to increase a carrier's average revenue per user (ARPU), One97 uses ingenuity in its design and enticing marketing techniques. Messages are entertaining, and menus are dynamic and intelligent, and based on the choices subscribers have made in past calls. These sophisticated techniques and insights account for a substantial degree of One97's market success.

Delivering Enticing Services with Dialogic® Technology

A second reason for One97's success is that the company carefully chooses the media and signaling products that deliver its enticing services, and continually monitors those products for effectiveness and reliability and a host of other criteria. After carefully examining both the technology and the reputation of several companies, One97 chose to use Dialogic® technology.

"We found that combining Dialogic® CG 6565 Series Media Boards and Dialogic® TX 4000 Series SS7 Boards provides us with a robust, scalable, flexible, and cost-effective solution, which can be implemented with minimal time-to-market," explains Singh. "Our network specialists initially worked very closely with the Dialogic support staff to iron out the technical glitches, and now we run about 32 E1s in a single PCI server with almost 100% uptime."

One97 is also taking advantage of the SNMP capabilities in Dialogic® NaturalAccess™ Software, which works with the CG 6565 Series Media Boards. "We have built our own network management system for monitoring multiple servers across a network," reports Singh. "This helps us make sure that services are delivered as requested by our carrier customers."

Aware that technology is always changing, One97 re-evaluated the leading vendors in the media and signaling technology market in 2009 by testing their products in simulated production conditions, and according to Singh, "we chose to stay with and purchase additional CG and TX boards."

Results

According to statistics compiled in 2009, over 300 million unique telecom users perform over 5 billion transactions on the One97 platform every month, giving One97 unparalleled user reach and interaction across the markets in which it operates. Its customer communications business dominates its market with a 70% share in India.

"For us, this is a big success story," comments Singh, "because our customer communications solution is implemented across all the major telecom operators in India."

But is One97 resting on its past successes and its dominance of the VAS market in India? "Not at all!" says Singh. "Dialogic field engineers have already trained us in IP and video, and we are all ready to migrate as the market and our newest customer communications service ideas demand."

About One97 Communications Ltd

One97 is India's leading telecom application services provider with the most widely deployed applications platform, reaching 100% of the mobile users in India. Every month over 300 million unique telecom subscribers perform over 5 billion transactions on its platform. Collaborating closely with telecom operators, One97 works to enhance their revenues and profitability. One97's offerings include content, communication, and community applications to consumers and enterprises. Headquartered in New Delhi and funded by Intel Capital, SAIF Partners, and SVB, One97 thrives on disruptive innovation in the telecom application space.

Recognized for its product ingenuity, technology platform robustness, business responsiveness, and flexibility, One97 received an "Emerging Company of the Year" award from *Voice and Data*, and was named among India's fastest growing companies in the "Deloitte Technology Fast 50 India" in 2009.

For more information, visit www.one97world.com.

About Dialogic Corporation

Dialogic Corporation is a leading provider of world-class technologies based on open standards that enable innovative mobile, video, IP, and TDM solutions for Network Service Providers and Enterprise Communication Networks. Dialogic's customers and partners rely on its leading-edge, flexible components to rapidly deploy value-added solutions around the world.

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