

Success story

Staying in pole position comes easy for AIS with Nokia Siemens Networks' Service Delivery Platform

Nokia Siemens
Networks



Thanks to Nokia Siemens Networks, time to market has reduced by 50 percent for Thailand's leading mobile operator and it no longer has to deal with complexities of integrating multiple systems from different vendors.



A profitable business, relationships with millions of customers, and an instantly recognizable brand all take years to develop. Yet more than ever before, communications service providers are having constantly to innovate in order to maintain their hard-won business position.

This is the situation that industry stalwarts like Advanced Info Service Public Company Limited (AIS) in Thailand faces. AIS is regarded as the innovative leader in the wireless services market in Thailand, and is constantly looking for ways to satisfy the high demands of its 24.1 million subscribers as well as defend and grow its 50 percent share of the market.

"We face fierce competition all the time and revenue from our voice services is decreasing. It is therefore critical for us to actively find new revenue streams in order to increase revenue from new, innovative value-added services (VAS)," says Arakin Rakchittapoke, Information & Communication Technology Manager for AIS. "However we also expect our competition to be doing the same, so it is imperative we maintain our lead, and critical to this is how quickly we can launch our services once we decide to go to market."

Long integration timeframe

What was standing in their way, however, was that it lacked a platform that could enable converged voice data services across both its legacy circuit-switched and next-generation IP-based networks.

"We have a heterogeneous IT environment, where we own equipment from multiple vendors. Whenever we needed to launch a new service, the process of integrating different systems together to make this reality would pose a headache for us," says Arakin. He explains that it could take up to six months for integration to take place, which was highly undesirable in the competitive mobile landscape.

This prompted the company to search for a flexible solution that would enable them to easily and quickly build and deliver new services. Another criterion that the solution must fulfill was that it must be able to help AIS predict and minimize the cost of each new service that it rolls out.

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Arakin Rakchittapoke
Information & Communication Technology Manager
Advanced Info Service Public Company Limited
(AIS)

Challenges

- Revenue from voice services is decreasing
- Constant need to find new revenue stream and increase revenue from value-added services (VAS)
- Lacked a solution that could enable converged voice data services across both its legacy circuit-switched and next-generation IP-based networks
- Needed to reduce time to market of new services and the cost for each service

Solution

- The Nokia Siemens Networks Service Delivery Platform was used to provide a cost effective way of creating new services on both circuit-switched and packet-switched networks
- Consulting and Systems Integration services

Benefits

- Reduce time to market of new and enhanced services by 50 percent
- Enhance customer satisfaction and customer loyalty
- Minimize service development costs
- Protects investments in existing software and hardware assets

Reducing time to market and cost

For AIS, the answer lies with Nokia Siemens Networks. Its Service Delivery Platform, which is based on technology partner jNetX's industry leading solution, is a perfect match to all of the company's requirements.

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With the Service Delivery Platform in place, AIS is able to significantly reduce the time taken to enhance existing and build new multimedia, multi-network call handling services. This is because the new solution is capable of reducing the time required to integrate multiple systems from different network platforms by 50 percent. This essentially shortens the time to market, which helps maintain the company's lead in the market and realize real business benefits.



Customer satisfaction is enhanced too, especially since the new solution has made it easier for AIS to roll out new multimedia value-added services like video streaming and games download services to its prepaid customers. Not only does this add considerable value to their prepaid service offerings, this goes a long way in ensuring customer loyalty as well.

In addition, the Nokia Siemens Networks Service Delivery Platform enables AIS to complete tasks that are technically difficult to achieve. For example, Arakin says that the integration of its Wi-Fi systems with the legacy protocol-based system was "close to impossible" previously and it was a problem that could not be solved just by hiring more resources. "In fact, it is difficult for any operator to find people with the right skills set to address the complexities associated with this kind of project," he explains. But with the new solution in place, the mobile operator was able to make the integration a real business reality.

"We definitely made the right choice going with Nokia Siemens Networks, and we will definitely use their solutions and services in the future to enhance our business," concludes Arakin.

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