Value Added Services (VAS) - Enablers
Business Cases
Overview

• Reply has been working on E2E Telco & Media solutions for 10 years
• Uses cases vary from high complex device management solutions to IPTV MAM applications.
• Live Reply can offer a structured and complete approach to complex system design and implementation:
  • Complex and high performance / high resilient solutions
  • E2E integration with back-end systems
  • Mobile or Set Top Box integration
  • Software Product Lines approach with agile methodologies
• Strong competence to design and integrate E2E solutions
Device Management

Key Facts

• “Skywalker” is an international solution for device profiling and management
• Focus is on delivery of a high performance and highly scalable solution supporting International Telco Companies and Operators from one single instance

Solution

• A web User Interface that enables rapid implementation of new devices and supports complex device profiles with simplified workflows
• Integration with CRM, Bulk Messaging, Billing systems
• Highly scalable and performing solution to implement OMA/CP integration for more than 1,000 devices and 50 different services

Challenge

• Creating a high performance environment for complex device profiling activities on a central platform with high scalability and supporting complex failover mechanisms
• Development of a User Interface with high focus on usability and best possible support of all needed workflows and processes
Enterprise Business Self Care

Key Facts
- The Enterprise business is a growth area for our Client
- Self-service is a key requirement of Enterprise customers
- Our Client wants to implement a Dynamic Customer Portal as a product for their Enterprise Customers
- Synchronoss has been chosen as the implementation partner
- Synchronoss Technologies is the leading global provider of on-demand transaction management software platforms for connected devices

Solution
- Enterprise Standard Portal for Our Client and their Customers
- The 1st stage of the implementation is based on data available and do not include any process changes
- Managed Service Model
- The project is a business and not an IT-Project
- Reply is managing the project on-site, leveraging customer and international delivery knowledge

Challenge
- 1st Synchronoss implementation outside the USA
- Short timeframe for implementation
- Complex Data Structures and Access
- Variations of fixed line and mobile business data and processes
- Global Delivery Model and resource constraints

Dynamic Customer Portal
- Transact
  - Entry
  - Review
  - Approval
  - Monitoring
- Administer
  - Create
  - View
  - Manage

Customer
- Business Participant
- Purchaser
- Approver
- User Administration
- Report Viewer
- Document Viewer
- Etc.

Our Client
- Account Management
- Portal Management
- Operations Management

Product Catalogue
Content Management
Enterprise Hierarchy
User Management
Workflow Management
Order Management
Communications Management
Document Management
Reporting & Analytics
Reply - Superstore

**Key Facts**

- A new component of the Now+ proposition based on the Arvato CMS solution
- The Superstore is available to every OpCo to integrate new downloadable content
- Partners can access the Superstore to associate content to a specific device.

**Challenge**

- The Superstore is a new component of the Vodafone Now+ program.
- A large number of devices have to be supported for the setup of the environment in order to service a wide range of final users with access to the platform.

**Solution**

- Integration activity for the devices present on the Vodafone market.
- Wide range of device characteristics are tested to enable the supported content for every device.
- Content type enabling according to the device characteristics.
Our Client aims at launching a new IPTV service.

A primary component of the proposition is the Set Top Box included in the commercial offer.

Our Client wants to offer a service to remotely schedule recordings on its set top boxes.

Reply designed and implemented all APIs using KISS pattern.

Reply developed the PVR proxy Web application using Grails framework and Agile methodologies.

Reply developed the communication protocol between the back-end and the client using REST as the architectural pattern and JSON as data exchange format.

iPad demo application developed.

IPTV STB integration

Key Facts

• Design of a set of APIs for the communication between set top box and remote PVR proxy

• Design of a set of APIs for the communication between back-end and remote PVR proxy

• Handling different platforms using standard and widespread technologies and protocols (REST, JSON, etc.)

Solution
Web MAM & Contract Management Solution for Marketing users

Key Facts
- IPTV is understood as a key success factor in Telecommunication business for our Client
- Current User Interfaces are too complex for business / marketing users for creating the IPTV offerings

Solution
- A new Web MAM solution that simplifies the workflows
- The Web UI is to hide away the underlying APIs from different systems for working in a central environment
- A centralized contract management solution to manage content producers and fees

Challenge
- Creating and Designing the required workflows to best support the needs of the business users
- Development of a solution with minimized application logic and making best use of existing APIs from underlying systems
Digital Content Store

Key Facts
• Part of our Client’s Program to deliver a set of new and fully integrated services ranging from the social aspects around your address book to the world of digital content
• Centralized digital repository accessed via multi-channel shop-fronts for content discovery and purchase with integrated retailing functionalities
• For millions of users (the whole customer base)

Solution
• Vendor-selection and integration of different off-the-shelf solutions
• Design of multi-layered, highly available and scalable architecture with excellent performance
• Different shop-fronts based on different technologies (Web, Mobile XHTML, W3C Widgets, Java, Symbian, Android, etc.)
• Integration of different world-wide Content Partners to populate the digital catalogue

Challenge
• International Telco Leader who decides to heavily renew their role in the Digital Retailing market competing against de-facto key players
• All-or-nothing deployment strategy to target the Xmas launch
• Multi-Country rollout to allow for synchronized marketing campaigns
• Enhancing the offering with a brand-new, bleeding-edge, technology (widgets) to enrich the catalogue
Key Facts
- Part of our Client’s Program to deliver a set of new and fully integrated services ranging from the social aspects around your address book to the world of digital content.
- Centralized entry point for Music content discovery accessible from any NowPlus enabled client.
- For millions of users.

Solution
- Designed to be able to integrate different music store back-ends and present them with a unified proprietary protocol.
- Any client able to speak the integration protocol can browse, purchase and download music files.
- Existing clients currently run on J2ME, Symbian, Android and the H1/M1 Vertical Devices.
- Integration of different world-wide Music Stores to populate the digital catalogue.

Challenge
- Short time migration from a proprietary Music Store to ours without any API available.
- All-or-nothing deployment strategy to target the Xmas launch.
- Multi-Country rollout to allow for synchronized marketing campaigns.
- Enabling our Client to relieve the hard dependencies it had with the Music Provider.
PC Music Client

Key Facts

• Part of our Client’s Program to deliver a set of new and fully integrated services ranging from the social aspects around your address book to the world of digital content

• Centralized entry point for Music content discovery accessible from any NowPlus enabled client

• For millions of users

Solution

• Customization and enhancement of an already existing player powered by Songbird

• Player based on already existing and stable technologies i.e. XUL, XPCOM, javascript,…..

• Design and development of a new Web Store with all the most common features (content browsing, purchasing and downloading)

• Web Store based on Java and cutting edge technologies: Groovy, Grails,….

Challenge

• Compete against iTunes in the music market

• Short development time with limited resources

• Global music service powered by single instance platform

• Provide an involving and pleasant User Experience

• Follow the agile software development methodology
Content Search and Indexing

Key Facts
• Google owns the indexing of our Client’s content: proprietary algorithms are applied for content discovery. No control for our Client.
• Google contracts close to expiring: a new solution is needed.
• Google solution was in use in several Countries.
• A solution which allows content promotion was needed.
• New Client Proposition required to centralize search scenarios in order to support multiple clients with different protocols.

Solution
• Complete Search Product Suite: mobile portal Search, Federated Search, Keyword Promotion Tool.
• All products are highly scalable, extensible and performing.
• Software based on Java and cutting-edge technologies: Groovy, Grails, Solr, Lucene.
• Single search interface able to support multiple query languages and response formats seamlessly.

Challenge
• Replace Google Search solution for all mobile portals.
• Provide a single entry point for Search scenarios within the Client’s Proposition.
• Provide Marketing Teams with the ability to promote and maximize content as well as service discovery.
• Multi OpCo development and deployment with tight constraints.
Thank you

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