OnMobile Services 301+ Million RBT and Interactive Voice Portal Subscribers per Month

Dialogic® MSP 1010 Multi-Services Platform Adds Flexibility and Scalability to OnMobile's Region-Wide Service Installations

CASE SUMMARY

Challenge

While creating its leading-edge interactive voice portal and ring-back tone (RBT) applications, OnMobile was looking for a platform with high-density media resources and integrated signaling capabilities to reduce the cost of its overall solution. Having a converged platform with a single development environment for both media and signaling was important.

Solution

In the Dialogic® MSP 1010 Multi-Services Platform, OnMobile found an excellent platform for high-density media and signaling deployments, featuring a small 1U footprint and easy scalability. Dialogic® also had other products to offer for lower-density deployments — Dialogic® CG Media Boards and Dialogic® TX 4000 Series SS7 Boards. Dialogic® products now power OnMobile's RBT and voice portal offerings, which serve more than 301 million subscribers in deployments of various densities.

Challenge

OnMobile is a leader in developing and deploying interactive voice portal services using speech recognition technology in multiple languages. By 2009, OnMobile was offering voice portal services in more than 13 languages in India, Australia, Singapore, Indonesia, Thailand, Malaysia, Pakistan, Bangladesh, and Sri Lanka.

OnMobile's end-to-end turnkey solution allows telecom operators, media companies, corporations, and merchants to roll out branded voice portals, with OnMobile providing the technology platform, mobile applications, aggregated content, and professional services needed to launch and operate high-margin, high-revenue value-added services (VAS). In India, OnMobile is successfully powering the consumer brands of all telecom operators, major media companies, and corporations.

RBT Setting New Milestones

Although OnMobile has a huge VAS product portfolio of infotainment, music, m-radio, comedy, m-commerce, and other services on its voice portal, RBT continues to be its most popular. OnMobile now has subscribers on three networks: GSM, CDMA, and landline.

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One reason OnMobile's RBT solution continues to set new milestones in popularity is the rich array of features that allow users to easily personalize their service and tailor it to their own preferences. Continued innovation has also helped keep OnMobile's RBT service lively and dynamic. By December 2010, OnMobile was generating more than 70% of its total revenue with RBT in the non-downloadable content segment. Backed by secure and scalable technology, a vast repository of songs, live audio, and monthly updates, operators offering OnMobile's solution are confident of customer satisfaction and market dominance.

Delivering Services on Reliable and Scalable Technology

One of OnMobile's goals has been to assure that its services are delivered on a reliable and easily scalable platform, and OnMobile recognized the need to upgrade its platform to deliver a carrier-class system.

As Christy George, Head of OnMobile's Network Product Unit, explains, "server hardware was evolving, but the media and signaling boards needed for our product were not. The boards were only available in PCI, but we wanted to make our application run on PCI Express, so we would have a wider choice of servers, including servers that would run much faster."

Solution

George and his staff at OnMobile surveyed the options available to them, and during the information-gathering process, George remembers, "what looked like a pizza box arrived." It was the Dialogic® MSP 1010 Multi-Services Platform.

"We were immediately impressed with the very small dimensions of the MSP, which is a 1U unit that can handle 24 E1s, and we could daisy-chain them for easy scalability when we needed higher densities. The MSP would also provide both media and signaling for our applications, allowing us to have a much wider choice of servers for our applications, and we wouldn't have to worry about integrating the media and signaling boards into the servers. Our prior experience with the CSP 2090 [Dialogic® CSP 2090 Converged Services Platform] in 2000 and 2001 gave us confidence that the MSP would be a high-quality unit."

Dialogic® Technology Adds Flexible Deployment Options

Having decided on the MSP 1010 for high-density deployments, OnMobile felt it also needed an option for lower-densities, and chose the Dialogic® CG Series Media Boards and the Dialogic® TX 4000 Series SS7 Boards.

"We wanted to make sure we had multiple choices because flexibility is very important when you are running managed services in a lot of different operator networks," remembers George. "As an alternative platform, we decided on a combination of CG boards for connecting and processing calls and TX 4000 boards for connecting to SS7. Sometimes the customer wants a specific brand of hardware, and sometimes it is our choice, so we like to have as many options as we can."

Initially, Dialogic technical support was also important. During integration, Dialogic "helped us quite a bit," recalls George, "and even sent a support person to our site. But Dialogic technology is very stable and reliable, so we don't need much support from Dialogic now for these applications."

Results

By December 2009, OnMobile was providing RBT and voice portal services to more than 301 million subscribers, and delivering an average of 77+ million voice portal minutes each month to 34+ million users in many languages, including English, Hindi, and Arabic. Over 42 million active RBT subscribers across operators were also serviced.

To date, George reports that OnMobile has deployed MSP 1010s "for three carriers, two in India and one in Indonesia. All of these are large, nationwide carriers with high-density deployments. Because of our success in using Dialogic® products, we are working with Dialogic on a lot of other exciting projects going forward, including video applications."

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Case Study

About OnMobile

OnMobile is the largest white-label provider of managed services for mobile, landline, and media service providers in India. OnMobile takes a "360°" approach to service delivery, offering its product line across multiple mobile access channels, including voice, SMS, WAP, USSD, web, and rich-client, on-device portals. Incorporated in 2000, OnMobile now has over 1200 employees who are delivering services to more than 687 million subscribers (December 2009). These services include value-added services, voice and interactive multimedia portals, ring back tones, mobile content aggregation and distribution, one-to-one direct marketing on mobile devices, and m-commerce.

For more information, visit www.onmobile.com.

About Dialogic Corporation

Dialogic Corporation delivers cutting-edge technology that inspires its customers, which include solution providers and application developers, to create high-value multimedia solutions. A pioneer in enabling interactive mobile video, Dialogic provides voice, fax, video, and video-analytics technology for use in the cloud, in social networking applications, on premise, and in service provider networks.

For more Information, visit www.dialogic.com.

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Information about OnMobile has been provided by OnMobile for this case study.