



Flexible and Fast Responding CBS

Mobile-8 expands its mobile market with the convergent billing solution

"Now Mobile-8 successfully launched the Convergent Billing System, Huawei provides us powerful CBS solution with strong support and fast response, which proves Huawei the best choice of ours"

—COO, Mobile-8

Customer Objective

- To unify the billing system
- To reduce the operating cost
- To improve the market response speed

Huawei Solutions & Strengths

- Convergent customer care & billing ability
- Convergent account process & management ability
- Flexible Charging

Benefits

- Same service for prepaid & postpaid
- Faster time-to-market
- Flexible marketing strategy
- Lower TCO

The mobile communication market of Indonesia is booming in recent years. Currently, the quantity of Indonesian mobile subscribers is 75 million and the market penetration rate is 35%, which is still in lower level. That is to say, the mobile communication market of Indonesia still has a large room for development. In the giant market of Indonesian mobile communication services, Mobile-8 is a new service provider. Mobile-8 was set up in December 2002 and owns a nation-wide CDMA network. Since the prepaid service was launched in December 2003 and postpaid service was launched in April 2004, there were 1.8 million subscribers by the end of 2006. At the end of 2007 and 2008, it is expected that the quantity of subscribers will reach 4 million and 7 million. This development speed cannot be neglected.

All services for all subscribers

Huawei Convergent Billing System (CBS) helps Mobile-8 implements end-to-end global network convergent billing and management by providing unified view for both prepaid & postpaid subscribers. The operator offers a unified interface for customers of global network. Customers of global network can enjoy the same services, features and products. There is no longer difference between the prepaid and postpaid services, which only identify a payment attribute of a product Prepaid subscribers, which make a large proportion of Mobile-8, can enjoy more services, tariff packages and discounts.

Faster time-to-market

Due to the fierce competition, requirements of service and operation on Mobile-8 become more and more complicated and variable. In this case, new services must be put to the market in increasing speed. Before launching the CBS, the billing system of Mobile-8 is provided by multiple vendors. The coordination between vendors is hard to make, interfaces of vendors are not standardized, and local technical support is insufficient. Therefore, if a customer raises requirements, Mobile-8 needs at least three months to launch a new package. Because of the good configurability, expansibility and openness of the CBS, you only need to implement data configuration on a new package before pushing it to the market. The fast service launching capability of CBS helps Mobile-8 to gain a market place in the fierce competition.

Flexible marketing strategy

Through the end-to-end convergent billing and

management support, the customer service personnel can see the unified interface of customer information. VIP customers can enjoy higher-level services. Thus, the customer satisfaction is greatly improved. Marketing personnel can make unified analysis for customers of global the whole network. During marketing planning, they do not need to consider prepaid and postpaid customer groups separately, thus can find new service opportunities.

Lower TCO

Prepaid and postpaid systems are supported by a same system. The prepaid IN department and IT department of the operator can merge. Their organization structure, working methods and operation notion can be unified to ease the operation and maintenance and reduce the overall operation cost.

Milestones

- By the end of December 2006
Mobile-8 signed the CBS contract with Huawei.
- At the middle of February 2007
The core network IOT completed.
- At early May 2007
The test subscribers were online.
- At the end of May, 2007
Huawei CBS cut over 2 million subscribers. The CBS was formally put into commercial use.
- At the end of June, 2007
Huawei CBS successfully cut over all 4.01 million prepaid and postpaid subscriber of Indonesia Mobile-8.