



## Mobile Your Office

CMCC (Shanghai) provides high-quality enterprise communication services

### Customer Objective

- To provide services making enterprise users' personal mobile phones as the extensions of the enterprises
- To attract and retain enterprise users

### Huawei Solutions & Strengths

- mCentrex solution
- The solution provides standard, open system architecture and interface
- The large-capacity solution enables smooth expansion
- The system is conveniently to be deployed and maintenance for it is completely located at the carriers' ends

### Benefits

- With the mCentrex service, Shanghai Mobile can attract more enterprise users and strengthen their loyalty
- The solution can help enterprise users set up an unified external voice portal
- The solution can help enterprise users reasonably control and manage call fee
- Each mobile phone has two numbers and can be used as a personal mobile phone or an enterprise extension

S

hanghai Mobile is a subsidiary of China Mobile in Shanghai. It operates the digital cellular mobile service, IP telephone, internet access service, and related

information service and technical development. At present, Shanghai Mobile is serving 20 million users. Shanghai Mobile has been focusing on innovations, and is among the first companies in China Mobile Group that released ring back tone and streaming service.

### Attracting new users even from other networks

To meet the market and competition requirements, Shanghai Mobile selected Huawei to customize the mCentrex service which was released in September 2005. The mCentrex service makes personal mobile phones become enterprise extensions, and helps enterprises in internal and external communications. In many enterprises, all employees are mCentrex users. Statistics

shows that new users and users from other networks are 10% of total. Enterprise users are very interested in the telephone exchange transfer, group message sending, short number dialing, and telephone conference functions.

### Helping enterprise build up a unified image

After using the mCentrex service, the enterprise can use a unified telephone exchange number, via which calls from customers can be transferred to extensions. During the waiting period, the telephone exchange can play unified enterprise information or music to help the enterprise build up a unified image. In case an employee resigns, the enterprise concerned needs to link the



previous extension number with the mobile phone of the successor employee. Calls of customers can be handled by the successor employee when they dial the same extension. Customer experiences will remain unchanged, while the enterprise image will be upgraded.

### The customized solution helps Shanghai Mobile improve QoS.

Based on the requirements of Shanghai Mobile, Huawei offered customized Portal interfaces and voice interactive interfaces, which has been praised by end users and upgraded Shanghai Mobile's QoS (Quality of Service).

The mCentrex service had attracted 5,500 enterprises with over 200,000 end users by the end of 2006 and the revenue from this service was US\$5.68 million in 2006. At present, Shanghai Mobile is negotiating with Huawei about system expansion; the new system will support 500,000 users.

#### Milestones

- In the former half of 2005, Shanghai Mobile invited bidding for the mCentrex service. In July 2005, Huawei was selected as the solution provider for a 25,000-user system.
- In late September 2005, the service was put into commercial operation. By the end of 2006, the service had attracted 5,500 enterprises with over 200,000 end users; the revenue from this service was US\$5.68 million in 2006.
- At present, Shanghai Mobile is negotiating with Huawei about system expansion; the new system will support 500,000 users.