



## CASE STUDY

# END-TO-END PRODUCT DEVELOPMENT AND SUPPORT SERVICES FOR A TELECOM ISV

Achieved faster product releases with an improved transaction processing of 1400%

## Client Background

- Our client is an enterprise ISV in middleware telecom products for Mobile Network Operators (MNOs). They provide next-generation IP-based network and data services to operators. Thus, ensuring superior broadband and Internet services to their subscribers.
- Additional client solutions include mobile data and video optimization technologies, web acceleration, overall traffic management, and advanced revenue-generating services. Client's solutions focused on delivering innovative mobile data services with optimal user experience, reducing network costs and complexity while leveraging existing infrastructure to generate new revenue.

## Key Requirements

- Development and deployment of new business logic for the existing product messaging solution for MNOs. Thus, dynamically filtering content being requested by or pushed to subscribers
- Development and support of a product platform to enable legacy subscribers to send/receive alerts
- Need for a holistic messaging platform for MMS/SMS/Email to clients' telecom customers along with application gateway product
- Develop and customize a multi-channel media-rich advertisement solution specializing in delivering optimized, multimedia ads over a variety of delivery channels

## KEY BENEFITS

- Achieved a maximum of 5000 transactions/second for a client's customer
- Improved performance with GFS implementation on EMC Clariion avoiding disk access contentions
- Steep increase in transaction processing by 1400% resulted in multiple releases of the messaging product

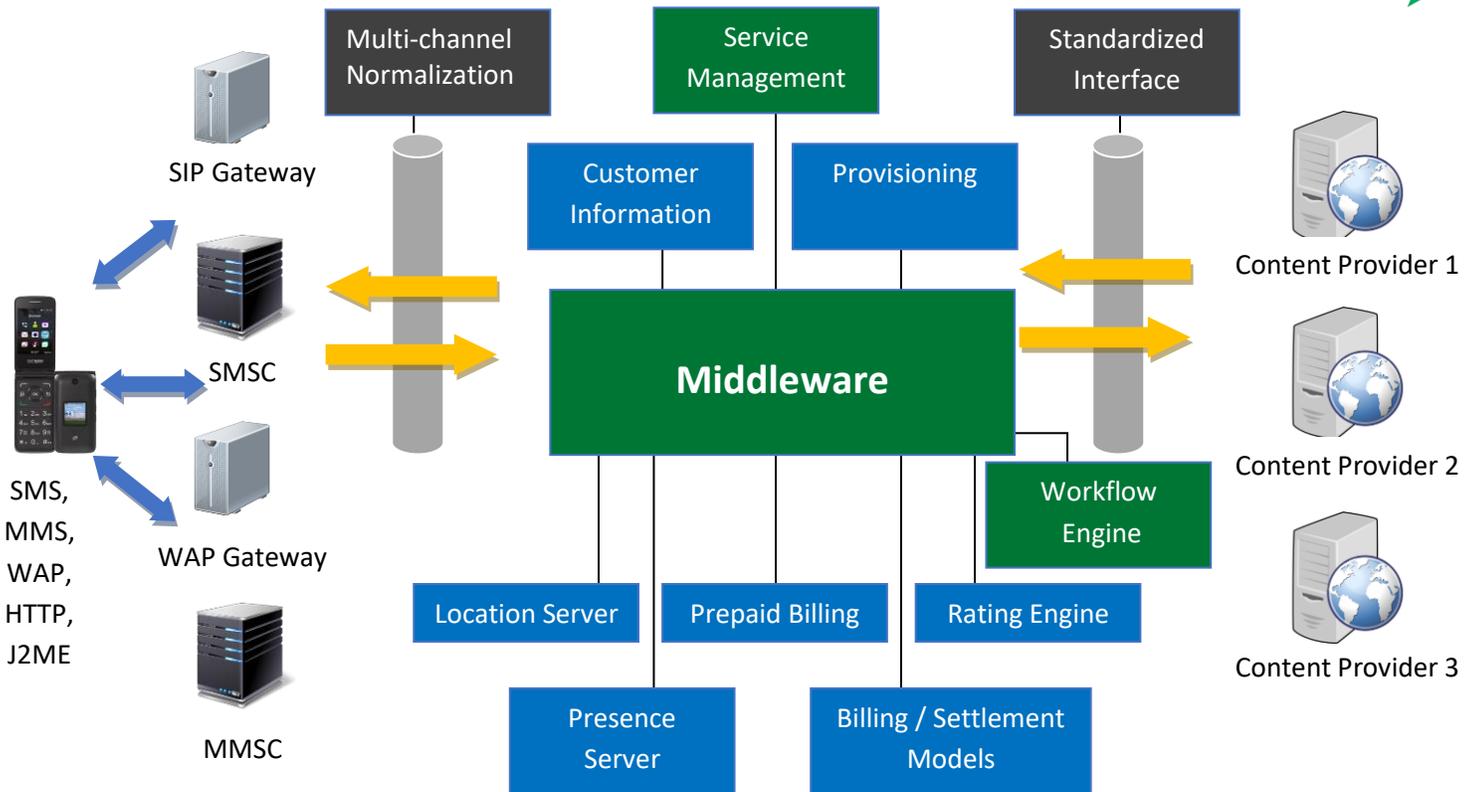


- Customization and implementation of data monetization platform and Seamless Access Analytics
- End-to-end execution from Development/Customization of mobile network products, QA, professional services, integration and operational support, pre-sales activities

## Xoriant Solution | Key Contributions

- Development and marketing of service messaging platform which mediates between subscribers and service providers, allowing an MNO to quickly create and manage a wide range of value-added services, including downloadable ringtones, movie clips, news, gaming, etc.
- Quick multiple releases of the messaging product with an improved transaction processing
- Rapid launch of new services, maximizing premium transaction revenue
- Development and customization of alerts and data monetization platform
- Development of an Application Gateway framework that uses an industry-standard RHEL platform with RHCS Clustering, Jboss configuration on IBM Blade Server solution
- Development and customization of a Seamless Access product to analyze the Seamless Access traffic and produce results
- Integrated multi-channel Advertising Platform, for mobile operators with centralized user repository, network-aware, media-rich, managed service and shortened time-to-market

## High Level Architecture



## Technology Stack

Java/J2ME stack, JWSDK for Webservice, Solaris & Linux, Jboss, JDMK for SNMP, Red Hat Cluster solution, SSL for Authentication, Shell script for Installation, JDK 1.4.2, RHEL 4 update 5, Jboss 4.0.5.GA, JMS Service of Jboss, MySQL for Database, Hibernate, MySQL for Database, Hibernate1



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