Zain in Jordan Sees ROI in Five Months with New Messaging and Service Offerings

Jinny Software Provides Solution Using Dialogic® Media and Signaling Components

CASE SUMMARY

Challenge

Zain in Jordan was the first operator to introduce mobile phone services into Jordan, and since the company was founded in 1995, it has earned a reputation as the most progressive telecom operator in the region for its competitiveness and its readiness to adopt new technologies and deploy cutting-edge services. Although it was enjoying exponential growth with a subscriber base exceeding two million, Zain in Jordan was determined to continue its rapid growth by putting in place an easily scalable mobile solution that would deliver new value-added services in its region and be easily deployable in other national markets in keeping with the goals of the Zain Group, its parent company.

Solution

After a highly competitive proposal process, Zain in Jordan chose Jinny Software to create its new value-added services platform. Jinny used its Media Resource Server technology and built the platform using Dialogic® DM3 Media Boards and Dialogic® Distributed Signaling Interface (DSI) Components. Once the system created by Jinny was deployed, it scaled quickly, and by using the new system's management capabilities, Zain in Jordan was able to deliver 100% uptime as the popularity of the new services grew. ROI was seen in five months, and Zain in Jordan is already planning additional services. The solution is also expected to be easily deployable in other national markets because of the flexibility of the Dialogic DSI Components used in the system.

Challenge

In 2006, Zain in Jordan found itself in the enviable position of experiencing rapid growth and tremendous opportunities for expansion. But Zain in Jordan understood that growth is not guaranteed, and can be reduced by competitive pressures. Rival carriers can reduce prices or offer more tempting services, prompting customers to change service providers. To counter this possibility, Zain in Jordan decided to invest in two services that had proven to be extremely successful in other parts of the world: advanced mobile messaging features and Color Ring Back Tones (CRBT).

An important requirement for Zain in Jordan's new service application was availability on an open-standards-compliant platform that would scale easily. Scalability was of critical importance because Zain in Jordan intended to offer its services to its full customer base initially, which numbered 1.9 million subscribers, with 10% penetration expected in the first year and yearly growth rates of 25% thereafter. Such figures were typical of those experienced by the Zain Group, its parent company, in the Zain Group's other Middle Eastern networks. If this expectation proved correct, the new services platform would be required to expand quickly to 1200 simultaneous media ports, servicing up to 200,000 subscribers.

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Network compatibility in multiple countries was also important. Zain in Jordan wanted its new services platform to be deployable easily in new national markets whose signaling might vary. This requirement was in keeping with the Zain Group's goal of becoming one of the top ten global mobile telecommunications providers within four years.

Solution

After a highly competitive proposal process, Zain in Jordan chose Jinny Software, a provider of personalized messaging and media solutions based in Ireland. Since it was founded in 1999, Jinny has delivered messaging and value added services platforms in many of the fastest growing markets around the world.

Zain in Jordan is using Jinny's Media Resource Server, a carrier-grade platform for advanced media operations in legacy TDM networks, as well as next-generation and IMS-compliant networks. The Media Resource Server can drive CRBT, Voice SMS, Voice Mail, Video Mail, and Video Ring Back Tone (VRBT). The platform features a distributed model, with N+1 active failover capability and an architecture enabling geographic distribution and co-location of system components with network nodes.

Jinny designed the complete solution for Zain in Jordan around Dialogic® DM3 Media Boards and Dialogic® Distributed Signaling Interface (DSI) Components. The media engine for the Media Resource Server includes Dialogic® boards such as the Dialogic® DM/V1200BTEC Media Board and the Dialogic® DM/V4800BC Media Board, which are among the most powerful media boards available.

Network control of media resources is provided by Dialogic® DSI Signaling Servers with high-density Dialogic® DSI SS7HD Boards and Dialogic® DSI Protocol Stacks, specifically the Dialogic® DSI ISUP Layer and the Dialogic® DSI MTP3 Layer. The DSI Signaling Servers are deployed in pairs, allowing them to act as single SS7 endpoints, which helps provide high availability and a high degree of fault tolerance for Jinny's Media Resource Server.

The CRBT solution deployed in the Zain in Jordan network is redundant and scalable, with separate layers for signaling media processing and application logic.

Results

Once the system created by Jinny was deployed, it scaled quickly, with 5% of the customer base using the new services within the first few months. Zain in Jordan was able to utilize the system's management capabilities and exploit its distributed architecture to provide 100% uptime as the popularity of the new services grew.

With 100,000 subscribers for its new services in the first nine months, Zain in Jordan saw a Return on Investment (ROI) in just five months and plans to roll out additional services such as Radio RBT to increase RBT penetration.

The solution supplied by Jinny is also expected to be easily deployable in other national markets in keeping with the goals of the Zain Group, Zain in Jordan's parent company, because of the flexibility of the Dialogic DSI Components used in the system.

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About Jinny Software

Jinny Software enables network operators to deliver compelling personalized messaging and media services to subscribers across all network types. The Jinny product range, built to open standards, is designed to enable mobile network operators to continue to evolve and enrich their subscriber offerings. Building on its core competency in mobile messaging, Jinny offers a unique personalized next-generation messaging solution that includes message routing and filtering, and rating and charging platforms. The Jinny Media Resource Server delivers personalized multimedia services such as video and audio ring back in both legacy circuit-switched networks and next-generation networks.

For more information, visit www.jinny.ie.

About Zain in Jordan

Founded in 1995, Zain in Jordan (formerly known as Fastlink) was the first operator to introduce mobile phone services into Jordan. In just a few years, the company earned a reputation as the most progressive telecom operator in the region in terms of competitiveness and readiness to adopt new technologies and deploy cutting-edge services. Since its inception, Zain in Jordan has tallied subscriber growth at an exponential rate, with its user base currently exceeding two million subscribers.

In January 2003, the Zain Group (formerly known as the Mobile Telecommunications Company [MTC]) acquired Zain in Jordan. The Zain Group was established in 1983 in Kuwait as the region's first mobile operator, and is now the leading mobile telecommunications provider in the Middle East and Africa. Since 2003, it has grown significantly becoming the fourth largest telecommunications company in the world in terms of geographic presence with a footprint in 22 countries spread across the Middle East and Africa.

For more information, visit www.zain.com.

About Dialogic Corporation

Dialogic Corporation is a leading provider of world-class technologies based on open standards that enable innovative mobile, video, IP, and TDM solutions for Network Service Providers and Enterprise Communication Networks. Dialogic's customers and partners rely on its leading-edge, flexible components to rapidly deploy value-added solutions around the world.

For more Information, visit www.dialogic.com.

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