

EAI - BPM Solution for Telecom

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Client Profile

Our client is one of the major telecom player in the Middle East. It has more than 1.5 Million customers throughout the country for fixed telephone lines, cellular services and Internet services. The client has developed a variety of telecom service offerings tailored to country's consumer needs, such as prepaid and postpaid connections, seasonal special tariff plans, leased lines, DSL and ADSL Internet services. Client also offers customers the opportunity to join its premium membership clubs, enabling members to enjoy a host of consumer and financial benefits.

Areas of Concern

Telecom companies traditionally have handled customer requests via a single channel, which requires utilization of a monolithic, single-channel system. With customer requests now arriving via multiple channels, these firms are looking for advanced integration solutions that enable the seamless delivery of instantaneous, up-to-the-second information, which can be used to improve their business processes.

Over the last few years, our client has received tens of thousands of monthly customer requests via several channels, including telephone, Internet and CRM systems. At the same time, the firm's core services infrastructure has been running on multiple heterogeneous operating systems such as Windows UNIX and Solaris machines. To handle this new complexity, our client sought to create a new messaging and business process hub that would not only support multiple channels and systems, but also offer business process management capabilities.

Solution Implemented

Confiminds along with Tibco software has implemented and assimilated the large-scale EAI solution. Fully synchronizing all messaging channels with our client's various core systems by means of a unified infrastructure, the integrated solution enables the delivery of up-to-date information to customers via any channel, while supporting future channels that may be used. Single point of view

Integrated all technologies and its core applications implemented and utilizing various databases, the solution enables our client to conduct EAI transactions between multiple channels such as the Internet, interactive voice response (IVR), Portals, CRM systems, and archives. Employing a service-oriented architecture (SOA), the solution also includes a business process infrastructure incorporating Remedy, Oracle CRM, Oracle eBusiness Suite, Geneva and a connection to our client's inhouse developed applications.

To enhance the solution's interoperability with a wide variety of applications and technologies, Confiminds developed adaptors for our client's legacy hub, Oracle, IVR, Portal systems, as well as for the multiple channels utilized by customers.

Customer Benefits

Immediate, real-time data access, Multi-channel service capabilities, Wider service offering Customer, Single Point Of View

Corporate Benefits

Better customer service, Improved customer retention, Greater managerial control, Increased business opportunities, Faster time to market

Corporate Office

21351 Ridgetop Circle, Suite 300 Dulles, VA 20166. Phone : 703-654-6049 Fax : 703-666-9402
Email:corp@confiminds.com

Offshore Delivery Center

Confiminds Software Solutions Pvt Ltd. Suite 202, Rohini Appts, Srinagar Colony,Hyderabad-500073,India.
Phone:+91 40 2375 4243/4343, Fax:+91 40 4003 4148, Email: india@confiminds.com