



Telestax TelScale SMS Middleware Provides Clear Path to Scalability and Extensibility for Comium's Growing Subscriber Base

Comium CI is a GSM mobile telephony service provider that started its operations in the summer of 2007 in Ivory Coast. The company saw considerable growth in the first 18 months of offering its services to customers. The subscriber base grew to over 1.5 million users and made Comium one of the fastest growing cellular service providers in the region. In the quarter of 2012, Comium Telecom had over 2,5 million subscribers making it one of the top five GSM Mobile companies in Ivory Coast. The company is also a subsidiary of the Comium Group.

Challenge:

In a very competitive telecom market, Comium is constantly investigating ways to bring better mobile solutions to its ever increasing subscriber base. The Company wants to bring cutting edge innovation to its operations and consequently gain commercial advantage over competitors. Comium Telecom needs to improve its SMS services and make it more scalable and cost effective. Comium was looking for an SMS solution that will help it remain competitive in the years to come and not just a temporary ad-hoc fix. It wanted to be able to offer new services that will meet the needs of future generations. These required a flexible SMS middleware infrastructure that can be connected to MSC via legacy E1 links. Furthermore, the solution should be scalable allowing the integration of protocols like XMPP, HTTP, SIP, etc. Existing technology vendors with which the company had been working have been unable to meet these needs and provide adequate cost effective ROI (Return On Investment).



Challenge

Comium Telecom needs to improve its SMS service and make it more scalable and cost effective.

Solution

- *TelScale SMSC Gateway*
- *TelScale JSLEE*
- *TelScale SS7*

Benefits

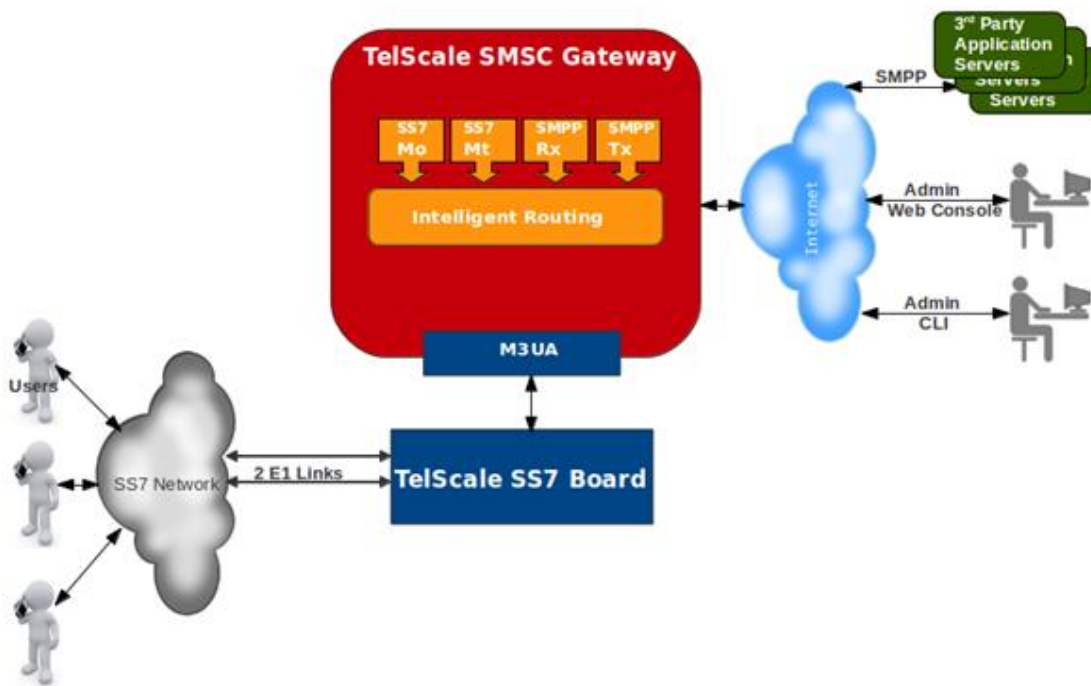
- *Openness*
- *Carrier Grade*
- *Standard Compliant*
- *Cost Efficient*



TelScale SMSC as the Solution for Comium's Bulk SMS Applications

Telestax knows that every business operates differently and needs a unique set of solutions to meet the challenges of modern telecommunication. After analyzing the situation at Comium, Telestax was able to provide a custom solution based on TelScale SMSC. Telestax designed SMSC taking into account feedbacks from major players in the telecoms world. Consequently, the product offered what modern mobile service providers require in a modern scalable SMS solution. Telestax's approach allowed Comium to implement a range of bulk SMS applications. TelScale SS7 cards were also implemented to connect to legacy E1 links acting as Signaling Gateway and exposing the SIGTRAN (M3UA) links to TelScale SMSC Gateway.

Telestax Provided a Custom Solution Based on TelScale SMSC:



"All of the solutions Comium looked at were only providing 100 – 150 sms/per sec. Only Telestax's TelScale solution offered 800 – 1,000 SMS/per sec."

Aly Yahfoufy, Manager,
VAS, Comium



Benefits:

By choosing Telestax, Comium implemented a scalable solution that will give it a technological and commercial advantage over competitors. The ROI (Return on Investment) was also substantial due to Telestax cost effective solution and the rapid turnaround. Comium also benefited from the solution offered by Telestax by building on its existing hardware infrastructure, taking advantage of the virtualization setup on which TelScale SMSC software runs.

The deployed TelScale SS7 boards acted as Signaling Gateway that receives/sends SCN native signaling at the edge of the IP network, Comium was able to use the same cards between SMSC and other TelScale product – USSD gateway. This helped reduce cost and interoperability issues.

Comium wanted a cost effective, scalable, and future proof SMS solution for its ever increasing subscriber base. Telestax was able to meet these needs and provide continued support and expertise. All of the solutions Comium looked at were only providing 100 – 150 sms/per sec. Only Telestax TelScale solution offered 800 – 1,000 SMS/per sec.

Products and Services Used:

The following key building blocks were used for this solution:

- TelScale SMSC Gateway
- TelScale JSLEE
- TelScale SS7

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