



PCNC
SOLUTIONS

Case Study: Mobile Payment Innovation in the Middle East

Telestax, Inc. collaboration with PCNC Solutions

Participating Companies

Telestax company information

| | |
|----------------------|--------------------|
| City, state, country | Austin, Texas, USA |
| Web site address | www.telestax.com |

| | |
|----------------|---------------------------|
| Contact name | Amit Bhayani |
| Title | General Manager, APAC |
| E-mail address | amit.bhayani@telestax.com |

| | |
|-----------------------|-------------------------|
| Solution group | SS7 Middleware |
| Solution offering | USSD Gateway |
| Project name or title | IN Value Added Services |

Partner profile

| | |
|------------------|---|
| Customer name | PCNC Solutions |
| Division | Added Value Services |
| Location | Middle East |
| Phone number | +970-2-274-7503 |
| Web site address | http://www.pcnc2000.com |

| | |
|----------------|-----------------------|
| Contact name | Iyad Qumsieh |
| Title | General Manager |
| E-mail address | iqumsieh@pcnc2000.com |



Customer profile

| | |
|-----------------------------|---|
| Customer name | Bank of Palestine |
| Division | Added Value Services |
| City, state, country | Ramallah, Palestine |
| Phone number | 970 (02) 2965010 |
| Web site address | http://www.bankofpalestine.com |

| | |
|----------------------------|--------------------|
| Industry | Financial Services |
| Number of employees | > 1,000 |
| Assets | >\$1.6 billion |

Case Study

PCNC Solutions, Palestine

Company profile

PCNC has a proven track record in delivering and implementing broad portfolio of information technology solutions based on HP Data Center and VeriFone E-Payment. PCNC is also an established leader in delivering Data Center monitoring, management, E-payment and Mobile payment solutions.

Business situation

PCNC Solutions is a leading Palestinian IT Company delivering business solutions to enterprises. PCNC differentiates itself in the IT marketplace by providing turnkey solutions, innovation and industry thought leadership.

Technical situation

PCNC together with the Bank of Palestine Plc. has established a new Electronic Payment solution company called "PalPay". During the system design process PCNC realized a need for USSD Gateway service that provides Arabic text support to PalPay merchants/customers.

Solution

Telestax provided PCNC with a solution based on Telescale USSD Gateway with Arabic text commercial grade support.

Benefits

As a result of the collaboration with Telestax, PCNC Solutions was able to go to market in a matter of weeks. TelScale USSD Gateway exposes a RESTful HTTP API to third-party applications. Even though the PalPay application is built completely in C, it was straightforward to integrate with TelScale USSD Gateway with minimal effort.

Since many of PalPay's customers understand Arabic, the out-of-box multi language support from TelScale USSD Gateway proved a valuable capability.



Unlike traditional USSD products, the Open Source based TelScale USSD Gateway offers complete transparency of what's happening under the hood. Full access to persisted MAP Dialog messages helps PalPay audit and data mine all actions executed by the end users.

Products and services used

The following products are being used for the development of new applications:

From Telestax:

- Telscale USSD Gateway Server
- Telscale JSLEE Platform

