



# Case Study: Mobile Services Innovation in Brazil

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Telestax, Inc. collaboration with Algar Telecom

# Participating Companies

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## Telestax company information

<b>City, state, country</b>	Austin, Texas, USA
<b>Web site address</b>	www.telestax.com
<b>Contact name</b>	Amit Bhayani
<b>Title</b>	General Manager, LATAM
<b>E-mail address</b>	amit.bhayani@telestax.com
<b>Solution group</b>	SS7 Middleware
<b>Solution offering</b>	JSLEE
<b>Project name or title</b>	IN Value Added Services

## Customer profile

<b>Customer name</b>	Algar Telecom, Brazil
<b>Division</b>	Added Value Services
<b>City, state, country</b>	San Paulo, Brazil
<b>Phone number</b>	(34) 9664 8900
<b>Web site address</b>	www.algartelem.com.br
<b>Industry</b>	Mobile Network Operator
<b>Number of employees</b>	>200
<b>Annual revenue</b>	>\$800MM
<b>Contact name</b>	Normandes Moreira Junior
<b>Title</b>	Director, Solution Deployment
<b>E-mail address</b>	normandes@algartelem.com.br

# Case Study

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## Algar Telecom, Brazil

### Company profile

Headquartered in Uberlândia, a city with 600,000 residents in the Brazilian state of Minas Gerais, Algar Telecom is the biggest part of the Algar Group, a private, family-owned company that runs nine different businesses in areas such as telecommunications, tourism, agriculture and aviation.

- Algar Telecom was established in 1954.
- Revenues in 2011: \$830 million
- Subscriber base: 1 million

### Business situation

Algar Telecom is a fast growing MNO in Brazil. The company differentiates itself from incumbent competitors by its agile approach to service innovation. With an aggressive roadmap for value added services and a diversified market targeting strategy, Algar Telecom needs a partner that can provide more than black box communications products. There is a need to develop new services cost effectively and rapidly in order to be competitive with OTT service providers and timely seize new market opportunities.

### Technical situation

Algar Telecom's current infrastructure runs on robust network equipment. However the existing hardware and software offer limited extensibility for new features and limited flexibility for interoperability with other systems.

While looking for ways to offer new services to its fast growing subscriber base, Algar Telecom has to reduce the high development and deployment costs associated with traditional telecom systems.

Additionally the company wants to take advantage of its engineering talent pool instead of relying on external vendors and consultants to build and maintain new solutions.

### Solution

Telestax collaborates with Algar Telecom to develop a number of mission critical applications and services based on Mobicents JSLEE, SS7 and other components of the leading open source telecom middleware platform.

As a trusted partner to Algar Telecom, Telestax assists the in-house development team to apply best practices in order to take full advantage of the middleware building blocks. For example the team successfully built and deployed an IVR service receiving **120,000 calls** per day. Also a messaging service delivering over **500,000 SMS** messages daily to subscribers.

### Benefits

As a result of the collaboration with Telestax, Algar Telecom **saved over 60%** in licensing and maintenance fees. The service provider also reduced by half the average time to deploy new services, from 6-9 months to 3-4 months.

The success of the partnership has prompted further commitment from top-level management of Algar Telecom. The company is designating key engineers to contribute code to the Mobicents JSLEE, SS7 and SMSC projects.

Recently Normandes Moreira Junior, Director of Solution Deployment, has been named project lead to Mobicents EIR - a new project which aims to prevent fraudulent access to mobile devices. Mobile device fraud has been a growing concern in the 6+ billion device global market. More countries are introducing legislature mandating the use of EIR systems.

## **Products and services used**

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

From Telestax:

- JSLEE 2.5
- jSS7 1.2
- SMSC Gateway 1.1

From 3<sup>rd</sup> parties:

- JBoss Enterprise Application Platform.
- Red Hat Enterprise Linux 6.