

IVR IntelleScript PRO Handles More Than Two Million Calls per Day for Beeline Mobile Services

Successful IVR SDP Built on “State-of-the-Art” Dialogic® Products

CASE SUMMARY

Challenge

When VimpelCom began to provide cell phone service in Russia under its Beeline brand, the company made a strategic decision to offer both excellent phone service and a host of attractive additional mobile services to lead the market.

Solution

As its interactive voice response (IVR) service delivery platform (SDP), VimpelCom chose Forte-IT's IVR IntelleScript PRO, and continues to use the product to deliver services in over two million calls per day. IVR IntelleScript PRO is built on Dialogic® media and signaling products.



Challenge

When cell phones first became popular in Russia about a decade ago, VimpelCom experienced explosive growth under its Beeline brand, and was determined to lead in this new market. Since competition was fierce, the company decided not only to provide excellent phone service but also to offer a host of additional services to its subscribers.

With time a critical factor, VimpelCom began an intensive search for a reliable and scalable Service Delivery Platform (SDP) for Interactive Voice Response (IVR). With an eye to the future, VimpelCom sought a solution that could grow with the company's anticipated new business and a product that was very “open” and flexible and ready for future changes in technology. VimpelCom also wanted to create additional services quickly as demand and market rivalry grew — and the product had to be priced competitively.

Solution

Based on an open-bid competition, VimpelCom chose IVR IntelleScript PRO developed by Forte-IT. Although initially the IVR SDP took about six months to put in place, VimpelCom can now develop a new Beeline service in as little as a single day, depending on the service's level of sophistication and the amount of integration required with other systems (for example, a database).

Since 2002, IVR IntelleScript Pro has continued to grow into the comprehensive solution that companies such as VimpelCom need. As a multifunctional platform now offering 3G, GSM, IP, and PSTN connectivity, IVR IntelleScript PRO contains an application execution core, an integrated development environment, administration and monitoring tools, content management, and Call Detail Record (CDR) generation with activity reporting.

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IVR IntelliScript PRO's distributed architecture also can be installed on a single server or a server cluster for additional reliability (field proven at 99.99%) and provides excellent performance and a high port density in a wide variety of networks, including those set up for geographical redundancy. For high availability, the system features a hot backup of every functional module that allows for uninterrupted operation and comprehensive internal redundancy.

Built on Dialogic

Forte-IT proudly declares on its website that IVR IntelliScript PRO “relies on state-of-the-art hardware” from Dialogic. According to Olga Toprover, Vice President of Forte-IT, Dialogic proved to be “exactly the right choice” for her company and for its customers, such as VimpelCom:

“We started out as pioneers in the CT business in a very uncertain environment, to say the least. We had no real market and no fixed business plan, so we were attracted to Dialogic with its vast product line, constant innovation, and great flexibility. Dialogic allowed us to keep our options open as we expanded and added new functionality. Thanks in part to Dialogic, we now cover a great variety of applications in different verticals, from mobile providers and travel agencies to education and TV, including the Russian President's ‘direct line’ events.”

Ms. Toprover cites Dialogic® PowerMedia® Host Media Processing Software (“great job!”) and Dialogic technical support as products and services that are especially important to Forte-IT. “Right now, we don't see a huge demand for video,” says Ms. Toprover, “but because of Dialogic's innovative work in this area, we are ready to respond as the video market grows.”

Results

Now one of the largest integrated communications providers in Russia, VimpelCom offers more than ten services created with IVR IntelliScript PRO, and continues to develop new ones tailored to its Russian market. About 100 IVR IntelliScript Pro servers are located across the country.

The first service that VimpelCom created with IVR IntelliScript PRO was introduced in 2003 and is still in service today. Its “wireless PBX” allows a mobile customer to access traditional PBX functionality such as call switching, paging, inside short numbers, and more. Some of the simplest services are the most popular, such as dialling 100 to hear the correct time.

VimpelCom continues to introduce new services to its Beeline mobile customers, and is now offering services developed with IVR IntelliScript PRO to Beeline landline subscribers also. In January 2011, IVR IntelliScript PRO handled more than two million calls per day for Beeline Services.

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About VimpelCom Ltd.

VimpelCom is one of the world’s largest groups of integrated telecommunications services operators, offering a wide range of wireless, fixed, and broadband services in Russia, Ukraine, Kazakhstan, Uzbekistan, Tajikistan, Armenia, Georgia, Kyrgyzstan, Vietnam, Cambodia, Laos, Algeria, Bangladesh, Pakistan, Burundi, Zimbabwe, Namibia, Central African Republic, and Italy, and the company has an indirect equity shareholding in Globalive Wireless Canada (“Wind Mobile”). VimpelCom’s operations around the globe cover a territory with a total population of approximately 843 million people. The company provides services under the “Beeline,” “Kyivstar,” “djuice,” “Wind,” “Infostrada,” “Mobilink,” “Leo,” “Banglalink,” “Telecel,” and “Djezzy” brands. As of December 31, 2010, VimpelCom had 181 million mobile subscribers.

VimpelCom Ltd. is headquartered in Amsterdam, the Netherlands, and listed as an ADS on the New York Stock Exchange under the symbol “VIP.”

For more information, visit www.vimpelcom.com.

About Forte-IT Ltd.

Forte-IT Ltd. has been a leading call center and IVR/IVR system developer, manufacturer, and integrator in Russia and the CIS since 1994. Its flagship product, IVR IntelleScript PRO, is a highly reliable multifunctional design platform for the efficient development and deployment of advanced voice, SMS, and video services. As of January 2011, Forte-IT had over 1,000 E1 ports (more than 30,000 lines) of its products installed at customer sites.

For more information, visit www.forte-it.ru/en.

About Dialogic Inc.

Dialogic develops products and technologies that enable reliable, seamless, and efficient communications across countless devices on any network. Dialogic streamlines the delivery of high-demand mobile, VoIP, and traditional services. Dialogic also focuses on any-to-any connectivity and IP-enabling its traditional media products to smooth the move from TDM to an all-IP environment.

For more Information, visit www.dialogic.com.



www.dialogic.com

Dialogic Inc.
926 Rock Avenue
San Jose, California 95131
USA

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Information for this case study has been provided by Forte-IT and VimpelCom.

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