

## Case Study

### Basic Data

**Subject:** Successful delivery of telecommunications application for major Polish mobile operator

**Industry:** Telecommunications

**Service:** Dedicated Solutions/Application development and deployment

**Customer:** Leading Polish mobile operator

**Location:** Poland

**Timeframe:** 2006 – 2007

**Tools and Technology:** Java, Parlay

### Case Description

#### Part 1 – Customer Benefits

- Customer obtained premium product meeting high availability criteria
- Ericpol assumed entire product lifecycle management responsibility including: development, testing, integration, operation, support and maintenance of the service
- Ericpol's strategic, long-run-relationship focus backed by financial stability and operational excellence ensured the success of the project
- Trust-based relationship facilitated full production process transparency, change management of product functionality during development phase, and performance monitoring via KPIs

#### Part 2 – Challenge

In 2006, a leading Polish GSM operator wanted to launch a new service allowing its subscribers to make collect calls. Such idea was nothing new, but entailed a challenge in terms of developing a custom application to serve prepaid subscribers. Such a service was not available on the market at that time. This application would offer prepaid subscribers the ability to make calls without having any credit on their accounts. Due to the complexity of the GSM network, with numerous platforms from different vendors, the operator stressed that the supplier must have proven experience in telecommunication services delivery. Technical competence alone was not enough to win the contract: the operator wanted a company that believed in its solutions, had sufficient capacity and was trustworthy enough to take full responsibility for the delivery.

Ericpol was among several service suppliers contacted and asked to come up with ideas for how to cope with the technical challenge within the cost and quality boundaries. Having a strong telecommunications solutions portfolio and a proven track record in value added services, Ericpol was very well positioned to present a very attractive offer, which was readily accepted by the customer.

## Part 3 – Responding to the challenge

The main challenge that the operator faced was hitting the market window in time for the product to be successful. The oligopolistic nature of the GSM operators market results in very high pressure to reduce time-to-market for new services. This translated into a very demanding timeframe for delivery of the first version of the application. Additional pressure resulted from the immaturity of the application platform, which was developed by a third-party contractor and required numerous updates during the run of the project, further complicating development. Finally, the application requirements were still not frozen at project start, which rendered the project difficult. The second substantial problem consisted of platform issues. Collect Calls was the first application to be integrated onto a new version of the third-party service delivery platform bought by the customer. Since the platform itself was not fully verified, this resulted in the discovery of a number of platform defects. The third-party supplier had to update the platform several times, and each time Ericpol had to modify the application to account for this. Therefore swift change management was extremely important. Such difficulties are typical for pioneering solutions and Ericpol is well prepared to face them and make the project successful. The application was designed, implemented and tested in the Ericpol test lab.

Afterwards, it was successfully integrated in the operator's production environment and launched live. Test driven development worked very well, the application was thoroughly tested on the Ericpol simulated environment and as a result only minor problems occurred during the integration phase. Ericpol responded immediately and effectively in the event of discovered defects. Goal-oriented approach, openness in communication on all levels and close cooperation with the customer generated an atmosphere of confidence between Ericpol and the customer. High commitment on the part of all project members and freedom of communication between all involved parties were key to the success of the venture. Currently, the service is in the support and maintenance phase being handled by Ericpol's office in Brest, which guarantees very good service quality at a reasonable price.