



Alerts Management



Client Needs

Quick time to market for a customized solution to manage Alerts for their innovative 3G services.

Technology Solution

J2EE Component based custom software implementation

Business Value

Preserve investment in Brand equity and gain flexibility to adapt to changing business needs based on customer feedback.

Client Profile

First 3G Operator to offer nationwide 3G services in the UK. 1.2 million UK subscribers as of Aug 2004.

About the Client

The client is the first operator to deliver third-generation (3G) mobile multimedia and communications services in the UK, offering a convergence of media, information and telephony to enable live video calls, multimedia content and entertainment while on the move.

Its services are available from sister companies in Australia, Austria, Denmark, Hong Kong, Italy and Sweden. It also holds UMTS licenses in Ireland, Israel and Norway.

Situation

The client identified one of the leading suppliers of Mobile Alerts platform to support the messaging-based mobile alerts as one of the key new services. The alert platform provided the ability for mobile customers to subscribe to different sets of pre-defined alerts.

Having invested heavily to create a brand identity though designing unique mobile presentation design, the client wanted to use this presentation schema to provide a unified front end for all these services. However, the time-line and cost proposed by the product company did not meet the client's needs to provide this custom solution.

Our Solution

Ceremon proposed a solution that supported a high volume, real time notification mechanism that can deliver personalized information into a mobile, Internet, multi-channel or multi-device environment. Ceremon created a mobile browser based custom user interface to allow users to register/subscribe to receive alerts from any of the products they are currently using. For example, while they are using a financial service to view quotes for a company, they can register to receive an alert when the price for that stock reaches certain value.

Ceremon also built Alerts Management components to provide users the ability to manage their alerts on their mobile phone. They can enable or disable the alerts they are subscribed to or can add new alerts. The user interface also provided Help on how to use the Alerts Management functionality. In addition to the mobile interface, Ceremon provided a solution that can be used by subscribers to manage their alerts on the operator's web site.

Functionality Supported

This application provided following functionality.

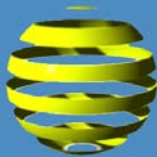
- + Create new alerts
- + View alerts
- + Enabled/Disable alerts
- + Web based Self-care
- + Help on using alerts
- + MIS Reports

Technology Used

J2EE, JSP, XML, XHTML, Oracle 9i, Web Logic 8.x, Buongiorno-MyAlert alerts engine, Service Delivery Framework (Volantis Mariner), Tibco.

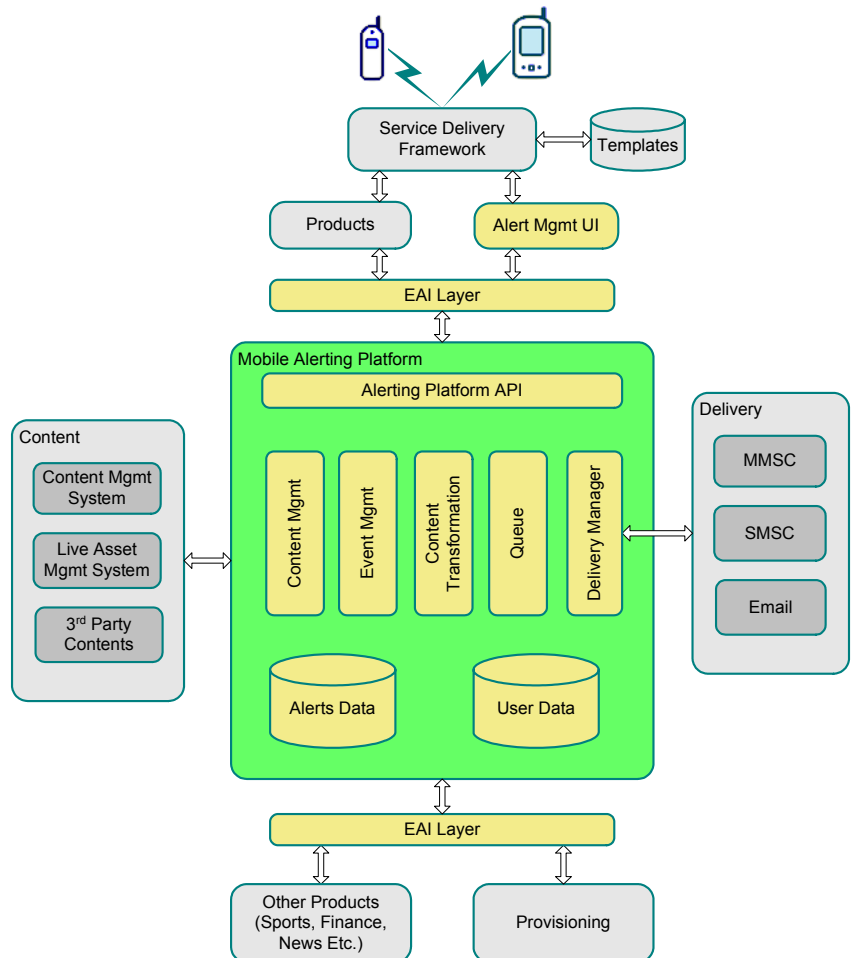
For more information on how Ceremon can help your business, please contact Ceremon at one of the following:

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Solution Architecture

The following diagram shows the overall architecture of the Mobile Alert platform and its interaction with other systems. The Ceremon solution included the Alerts Management UI and providing interfaces to manage Alerts Data and User Data.



Sample Volume

On average about 20% of users subscribed to one or more alerts.

Description	Details
Sports Video Alerts	65,000 alerts sent within few minutes of live event
Goal Alerts	XXXXX alerts sent within XX minutes of live event.
News Alerts	On average XXXXX alerts sent daily