



3G Unified Messaging



Client Needs

Quick time to market for a customized solution for Unified Messaging with 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 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 a leading Unified Messaging Platform to provide Unified Messaging Service that included SMS, MMS, email, fax-mail, and voicemail services to its mobile users. The client also wanted to provide integration with Calendar, Address book and Mobile Storage services.

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 provided front-end to all services provided by the Unified Messaging Platform. This solution effectively put the control of presentation of services in the client's hands. The solution was custom developed from existing framework and software components developed by Ceremon. This approach significantly reduced the implementation time and the total cost of the solution. A working proof of concept was created within two weeks and the complete solution was implemented within 3 months by a Ceremon team.

In addition to this, Ceremon proposed and implemented migration of business rules and processing to a new back-end J2EE-based application which increased the scalability of service and improved performance by at least two fold.

Functionality Supported

This application provided following functionality:

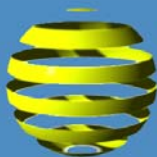
- ◆ View e-mails
- ◆ Create e-mails/ messages
- ◆ Manage contacts
- ◆ Set preferences
- ◆ Find e-mails/ contacts
- ◆ Manage e-mail folders
- ◆ Manage accounts
- ◆ Print to fax
- ◆ Help
- ◆ Voicemail
- ◆ Calendar
- ◆ Manage appointments

Technology Used

J2EE, JSP, XML, XHTML, Oracle 9i, Web Logic 8.x, Struts, Castor, IMAP, SMTP, XMTP, Horde, LDAP, Service Delivery Framework (Volantis Mariner), Unified Messaging Platform (Logica CMG Messaging Platform), Messaging and Calendar Server (MiraPoint).

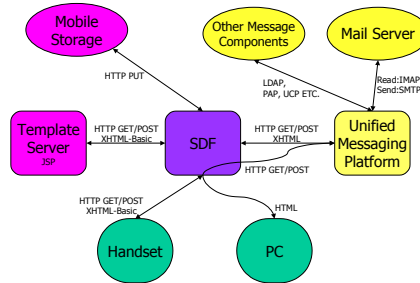
For more information on how Ceremon can help your business, please contact Ceremon at one of the following:

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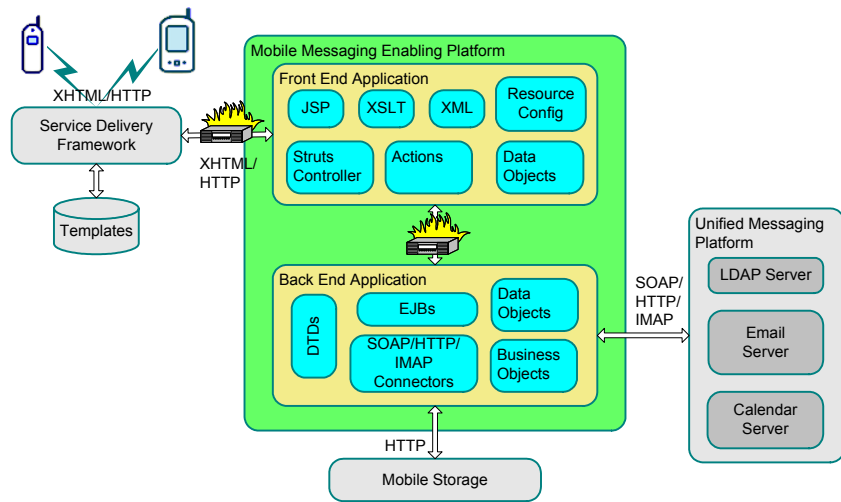


Solution Architecture

Earlier Architecture



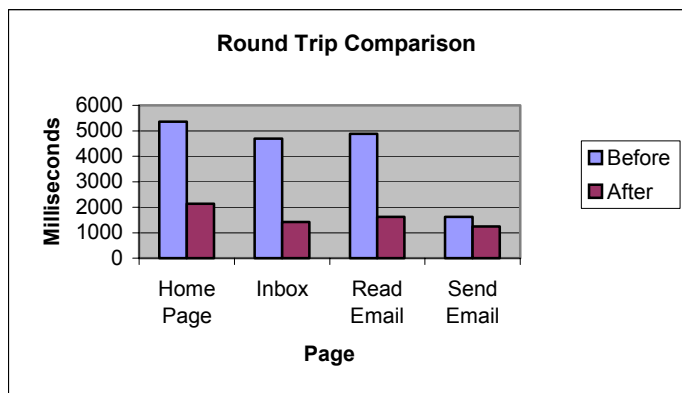
Ceremon Solution Architecture



Performance Improvement

On an average, all pages served in less than 2.2 seconds

Page	Improvement in response time
Home page	2.5 times faster
Inbox	3.3 times faster
Read Email	3.0 times faster
Send Mail	1.3 times faster



Round Trip = Request to response time from device