



## Client Needs

Quick time to market to offer innovative live video call service.

## Technology Solution

J2EE Component based custom software solution including integration of various 3<sup>rd</sup> party components

## Business Value

Provide quick uptake of the innovative services and support viral marketing.  
Increase ARPU by expanding number of people a mobile user can call from start of the service

## 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

With implementation of 3G services, the client had network infrastructure in place to support live video calls from mobile to mobile. In addition to this service they planned to offer live video calls from mobile phones to PCs and vice versa. In order to provide the service to PC users they needed a platform that allowed a PC user to register for the service and obtain a number that can be used by mobile phone users to call the PC user.

## Ceremon Solution

Ceremon proposed an integrated web based solution that provided customer registration for PC users. The solution interfaced with client's provisioning and AAA (Authentication, Authorization, and Accounting) system to register and activate the user. Ceremon worked with the core network team to integrate the solution to provide instantaneous activation of the registered account so the user could start using the services, immediately increasing the usage and revenue.

The Ceremon solution included 3<sup>rd</sup> party AAA server that interfaced with the Video Interactive Gateway (VIG) which acted as the gatekeeper between the Mobile Network and the Internet.

A PC user will log-in to the VIG and be available to receive calls using a Microsoft Net-meeting client. When a mobile user makes a video call using the number assigned to the PC user, the call is routed to the VIG. The VIG checks the availability of the user and routes the call to the PC user. The PC user can initiate a call by dialling the mobile number of any of the Client's customers. AAA server captures the usage record that is then sent to the Billing and Rating engine for further processing.

## Functionality Supported

This application provided following functionality for *Subscribers*

- + Registration
- + Login / Logout
- + Refer friends
- + Manage profile
- + Change password
- + Reset password (Forgot password)
- + Unsubscribe

*Agent Only Functionality*

- + Login / Logout
- + Search user
- + Enable/Disable users

*Administrator Only Functionality*

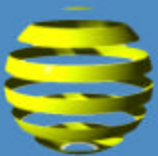
- + Login / Logout
- + Manage User
- + Create / View reports

## Technology Used

J2EE, JSP, XML, XHTML, XSLT, Oracle 9i, Web Logic 8.x, Tibco, Ericsson ViG (Video Interactive Gateway), MIND CTI AAA server.

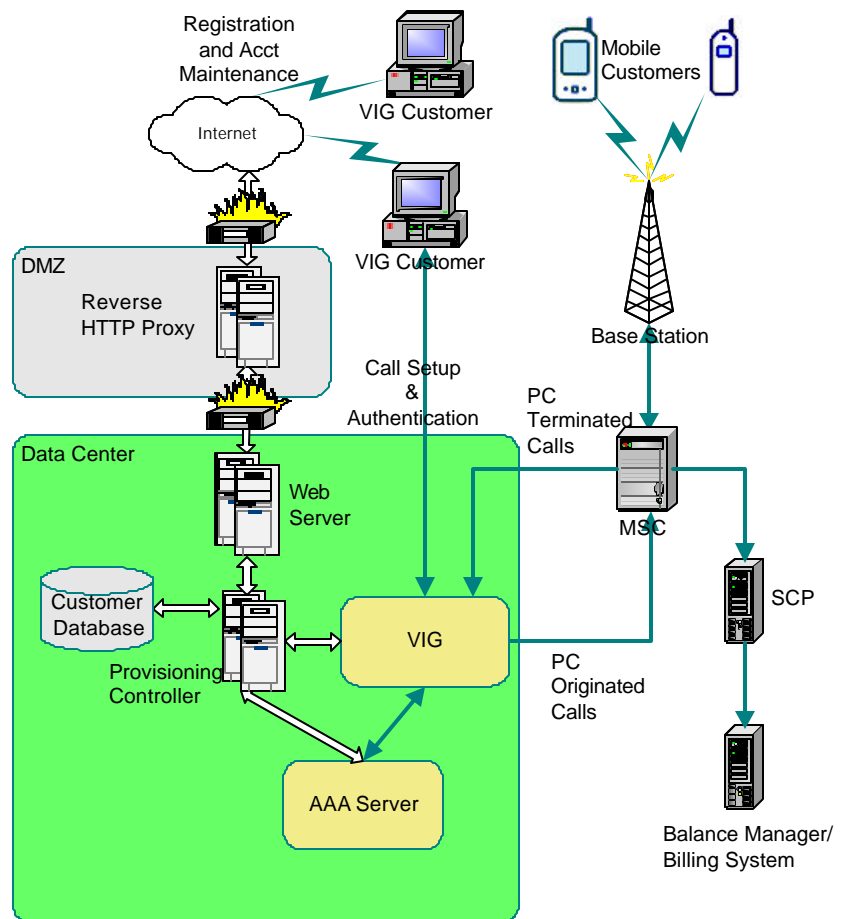
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## Solution Architecture

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.



The white arrows show systems involved in the customer registration and provisioning. The blue/teal arrows show the system interaction when a Video call is made to a VIG customer by a mobile customer or by a VIG customer to mobile customer.

This architecture can be extended to support Streaming Video Services.