



Case Study: TelScale SMSC Gateway at uFone, MNO, Pakistan

Participating Companies

Telestax company information

City, state, country	Austin, Texas, USA
Web site address	http://www.telestax.com
Contact name	Amit Bhayani
Title	General Manager, APAC
E-mail address	amit.bhayani@telestax.com
Solution group	IN & SS7
Solution offering	Telscale SMSC Gateway
Project name or title	Telscale SMSC Gateway deployment at uFone, Pakistan Mobile Operator

Customer profile

Customer name	uFone, Tier 1 mobile operator in Pakistan
Division	Added Value Services
Address	13-B, F-7 Markaz
City, state, ZIP Code	Islamabad, Pakistan
Web site address	http://www.ufone.com/
Industry	Telecommunications
Number of subscribers	20 million
Contact name	Athar Rafiq
Title	IT/BSS Project Manager

Telscale SMSC Gateway Deployment

Case Study for uFone

Company profile

Ufone is a Pakistani GSM cellular service provider. It is one of five GSM Mobile companies in Pakistan and is a subsidiary of Pakistan Telecommunication Company. It has a subscriber base of 20.05 million as of July 2009. It is currently owned by United Arab Emirates based Etisalat.

Business situation

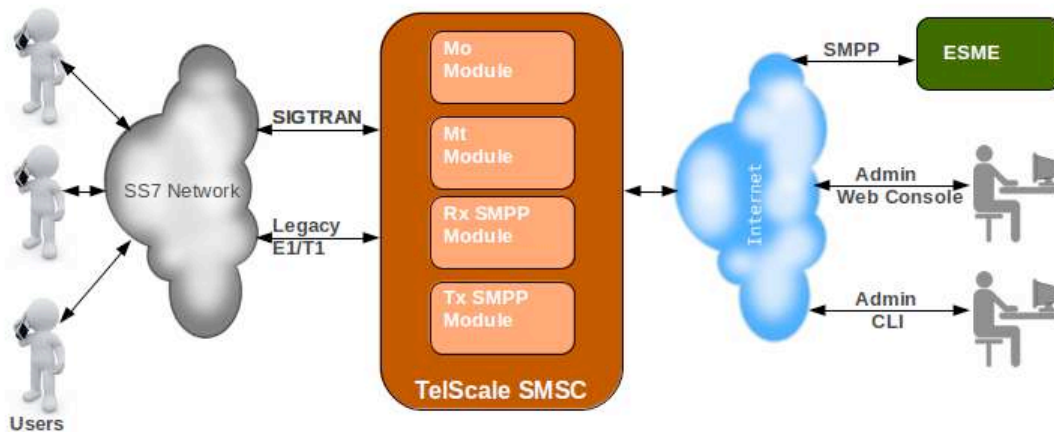
Due to the company's successful market positioning for the mass consumer, uFone has been expanding its subscriber base at a fast rate.

Technical situation

The existing vendor has not been able to meet uFone's needs for scaling its SMS services at a reasonable cost. Additionally uFone has been looking for ways to implement new value added services with the support of a modern and flexible SMS middleware infrastructure.

Solution

In collaboration with Convergence, an uFone Preferred Partner, Telestax provided a custom solution based on Telscale SMSC that allowed uFone to implement a range of bulk SMS applications. The deployment is configured for high availability, load balancing and failover. It handles up approximately 260 million SMS per day.



Benefits

By choosing Telestax and Convergence, uFone realized substantial savings over the alternative solution offered by the existing SMSC vendor. In addition, the newly deployed Telscale SMS middleware provides clear path to scalability and extensibility for uFone's growing subscriber

base and portfolio of added value services. uFone is at liberty to choose the hardware and the virtualization infrastructure which runs the Telscale SMSC software.

Products and services your company used

The following key building blocks were used for this solution:

- Telscale SMSC Gateway
- Telscale JSLEE
- Telscale SS7
- Red Hat Enterprise Linux

Services provided by other groups or companies

Convergence, a Preferred Partner for uFone and Telestax, was the primary system integrator, responsible for requirements gathering, project management, administrative UI development and integration testing.