

Telestet Voice Messaging

Rapid and seamless migration path helps meet evolving customer expectations.

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Markos Kaisarlis
GSM Services Director
Telestet

In today's rapidly evolving telecoms market, operators consistently need to review the technologies and systems they have in place, and to identify how these technologies will best meet their consumer's future expectations and demands. Legacy systems can often provide particular challenges, such as poor product roadmaps and questionable third-party support. The worst-case scenario for the network operator is an important revenue-bearing service that does not develop in line with changing market demands and has unreliable support arrangements.

Legacy System Replacement

Intervice was recently asked to advise on such an issue by Telestet, one of three leading mobile operators in Greece that offers both postpaid and prepaid services to 2.1 million subscribers.

Telestet's legacy voicemail platform has provided a service to its subscribers since the operator's launch in 1992. In the late 1990s, the servicing of the system was handed to a third party to manage. After reviewing the market for voicemail solutions, Telestet decided that the supplier of any future voicemail platform must

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directly manage the system and be open to evolving the look and feel of the voicemail service in line with market needs.

Telestet needed to address this issue and identify a product that had a planned roadmap of future enhancements. The opportunity was also there to put in place an infrastructure that would give scope for future integrated work across all subscriber services.

As an incumbent operator in a market with almost 70% mobile penetration, customer loyalty is key to Telestet. In adopting new technologies it was clear that there must be no impact or deterioration in the service that users received.

Telestet turned to Intervice following the success of a pilot project to provide unified messaging to high-end users. This messaging platform had allowed a selected number of Telestet customers to receive voicemail, email and fax on their mobile phones.

Intervice put forward an implementation plan for Telestet to migrate current voicemail accounts

onto an Intervice Messaging platform. Unlike traditional voicemail that is entirely dependent on a telephony network for delivery, Intervice Messaging is a multimedia service that can be delivered via a number of different network types, including fixed or mobile networks, using either current or next-generation technologies. By providing a flexible environment Telestet could upgrade services in the future as and when the marketplace dictated, while still keeping the look and feel of the current voicemail service.

The migration of voicemail from the legacy platform to the Intervice Messaging platform was tested using Telestet employees. Accounts were created on the Intervice platform by provisioning them in the same way as the legacy platform. This meant that Telestet had two live platforms providing resilience and flexibility. At the agreed time, the Telestet network switch routing topology was reconfigured to direct the live messaging traffic to the Intervice Messaging platform, thus redirecting voicemail calls seamlessly from one platform to the other.

Direct migration from one platform to another also needed to be seamless to users. After migration, subscribers could still potentially require access to messages on the legacy platform. For the 10-day message lifetime, subscribers could connect from the Intervice platform to the legacy voicemail and listen to their old messages. This ensured subscriber satisfaction and meant that the migration was as seamless as possible.

Embedded Access

Intervice achieved this seamless migration with a feature called, embedded access. After a subscriber dialed in to listen to new messages, the embedded access feature gave the subscriber the option to dial out to the legacy platform allowing instant access to old messages. The testing of the migration and the embedded access feature was a success and Telestet gave the go-ahead to migrate all subscribers to the Intervice Messaging platform. Again, this went smoothly with no service problems for subscribers. At midnight on the 13th March 2002, Telestet successfully

migrated over half a million subscribers from its legacy voicemail platform to the new Intervoice Messaging platform within one hour.

Markos Kaisarlis, Telestet's GSM services director said, "With over half a million mailboxes on the legacy platform, migration of existing subscribers could have been a major issue. However, the implementation of the Intervoice migration strategy has been extremely successful and is achieving our key objectives."

The promise of embedded access to any network operator is that whichever messaging platform they may currently use, they now have the prospect of migrating to enjoy the demonstrable benefits of Intervoice Messaging.

Kaisarlis said, "With it's new features, the payback time for migrating to Intervoice is much shorter than we had anticipated." Key operator benefits include:

- Credibility to perform—Intervoice has been providing voice messaging solutions since 1985
- Highly-scalable, carrier-grade service platform
- Migration from legacy platform with like-for-like functionality

- Zero service interruption to ensure 100% customer retention
- Range of opportunities for increasing revenues
- Significantly lower cost of ownership through reduced footprint, power costs and air conditioning requirements
- Infrastructure for future value-added services, such as unified messaging, voice enhanced email and voice portals
- Dependable roadmap for integrating future multimedia messaging services

Future Services

Intervoice's Messaging platform can enhance the attractiveness of a basic messaging service with features, such as Celebrity Greetings, Call Return and speech control of voicemail accounts. Beyond voice messaging, Intervoice Messaging can be further extended to provide unified messaging and MMS. Only the integrated Intervoice suite of services can provide a network operator with a single platform to provide all value added services, whether using current or next-generation technologies.

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About Intervoice

Intervoice is a world leader in unified communications, powering millions of customer interactions every day. Since 1983, our standards-based IVR/voice portal and IP Contact Center solutions have ignited customer loyalty for the world's leading banks, communications companies, healthcare institutions, utilities and government entities. Our proven IMS-ready multimedia messaging, call completion and payment solutions fuel revenue growth for the world's leading service providers.

With more than 5,000 customers in 75 countries and an extensive channel partner ecosystem, we have a proven track record of helping organizations meet or exceed their business and customer service goals. How can Intervoice help you? Visit www.intervoice.com for information.

