



中国移动通信
CHINA MOBILE

China Mobile Increases Customer Service in Telecommunications with IONA

Customer Information

Customer:	China Mobile
Headquarters:	Beijing, China
Industry:	Telecommunications
Solution:	IONA Orbix

Customer Overview

Beijing Mobile Communications Corporation is a subsidiary of China Mobile Communications Corporation, which is China's dominant wireless operator. China Mobile has been in operation since 1987 when mobile telephony was first introduced in the Chinese mainland and is the second-largest mobile operator in the world.

The Chinese mobile telecommunications market has experienced an enormous increase in demand in recent years. Customers are looking for new services and higher qualities of service than ever before. In order to promote service quality and establish a dominant position in a market of fierce competition, China Mobile decided to evaluate its existing Business Operation Support System (BOSS) with the future in mind. With the industry changing so quickly, China Mobile decided that the new BOSS system would have to support decision-making support, customer relationship management, and new business adaptability.

The BOSS project is a framework that integrates China Mobile's network operations. The contract to implement China Mobile's BOSS project was awarded to Forlink Software Corporation, a leading provider of Application Integration Technology (AIT) solutions and services for several industries in China. BOSS is based on Forlink's For-MDC (Mobile Data Center), which is built on IONA's Orbix.

"We chose Orbix for our For-MDC product because it provides unbeatable performance and scalability for our customers. China Mobile has been able to use For-MDC and Orbix to build a complete telecommunications platform that will help it to maintain its market-leading position in China for many years to come," said Zhao Xiaoxia.

"There has been enormous growth in the Chinese mobile telecommunications market over the last few years. Competition is fierce, and quality of service is the differentiator that gives operators the edge over competitors. Orbix gives us the ability to provide new services to customers quickly, and gives us a sound architecture for future growth."

Zhao Xiaoxia
CTO
Forlink



Making Software Work Together™

Challenge

BOSS was designed to support all of China Mobile's business systems including billing, customer care, accounting, and decision-making support. Although it wanted to take advantage of leading-edge technology, it was important that China Mobile protected its considerable investment in the previous system. BOSS also had to integrate with existing data-center and storage systems.

In the wake of China's access into the World Trade Organization, China Mobile also wanted to ensure that BOSS would use standards-based technology and comply with industry specifications, such as GSM, 3G, VPN/VPDN, and GPRS.

"Ability to compete is based on the services that can be provided to customers. We wanted a platform that would allow us to leverage new technology, but also be able to maximize investment in legacy systems. By adopting a standards-based approach, we have been able to meet the ever-changing business demands and deliver new services to customers," said Zhao Xiaoxia.

Solution

China Mobile's BOSS framework is based on Forlink's For-MDC platform. For-MDC uses IONA's Orbix to integrate with other business systems and data services. Orbix provides a standards-based integration capability and enables massive scalability for Forlink's customers. For-MDC integrates all mobile communication computing resources into a centralized management and integrated control environment.

BOSS allows China Mobile to improve its quality of service, attract and retain more customers, and increase its revenue. BOSS leverages Orbix' integration capabilities to communicate seamlessly with other business operations systems, such as data collection, billing, customer care, and mediation. China Mobile can offer a complete service portfolio using For-MDC's component-based architecture. By reusing components to create new services, China Mobile can offer new services quickly, and beat its competitors to the market.

"For-MDC is a market-leading telecommunications platform in China, and we are very pleased with the advantages it gives the BOSS framework. Orbix allows us to integrate all the business systems into one platform, and then scale that platform massively without loss of performance," said Zhao Xiaoxia.

IONA, IONA Technologies, the IONA logo, Orbix, High Performance Integration, Artix, Adaptive Runtime Technology and Making Software Work Together are trademarks or registered trademarks of IONA Technologies PLC and/or its subsidiaries. CORBA is a trademark or registered trademark of the Object Management Group, Inc. in the United States and other countries. All other trademarks that may appear herein are the property of their respective owners.

COPYRIGHT NOTICE. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, photocopying, recording or otherwise, without prior written consent of IONA Technologies PLC. Copyright © 1999-2007 IONA Technologies PLC. All rights reserved.

Results

With Orbix at the center of For-MDC, China Mobile has been able to scale BOSS to manage its 6.5 million subscribers. BOSS has given China Mobile the ability to integrate all its business systems into one platform. The flexibility allows BOSS to communicate with other systems, independent of platform or operating system. Orbix gives BOSS the ability to process 30,000 transactions every minute.

Why IONA

- Enterprise qualities of service (QoS) - with over 70% of China's cellular market, China Mobile needed Orbix qualities of service (QoS), including extreme performance, scalability and reliability
- Dynamic and adaptable - China Mobile chose "business adaptability" as a top three priority, and IONA's standards-based Orbix delivers
- Vendor and platform independent solution: Orbix allows China Mobile to integrate disparate systems in a multivendor environment

US Headquarters

IONA Technologies, Inc.
200 West Street Waltham, MA 02451 USA
T : + 1.781.902.8000 F : + 1.781.902.8001

European Headquarters

IONA Technologies PLC
The IONA Building
Shelbourne Road, Dublin 4, Ireland
T : + 353.1.637.2000 F : + 353.1.637.2888

Asia-Pacific Headquarters

IONA Technologies Japan, Ltd.
SKI Akasaka Building,

For more information on Orbacus visit:
www.iona.com/products/orbix/

info@iona.com
www.iona.com



Making Software Work Together™