



Vodafone Fiji calls on Acision for operator independence

Introduction

When Vodafone, the leading mobile network operator in Fiji, decided to add multimedia messaging (MMS) and mobile internet to its suite of services, it opted to partner with Acision.

Background

Vodafone Fiji, a partnership with Amalgamated Telecom Holding Fiji and the Vodafone Group Plc, provides mobile telecommunications services for over 340,000 Fiji customers. As the leading mobile provider in the country, Vodafone is in a unique position to shape the country's mobile content and data services. With a culturally diverse and increasingly technologically savvy population with broad recreational interests, from Bollywood films to international news to rugby, Vodafone Fiji wanted to ensure it was providing its customers the best service and experience.

Additionally, with the growing competitiveness and maturity of the Fijian mobile market meant that Vodafone Fiji wanted to increase its flexibility by ceasing to be reliant on third-party service providers. Part of this independence involved Vodafone Fiji removing the need to route its mobile internet and MMS traffic through other third-party carriers out of Australia.

Key benefits:

- From browsing to high speed mobile browsing.
- Enhances mobile subscribers user experience
- Supports P2P, A2P and P2A multimedia messaging
- Enabling mobile web 2.0 and upload user generated content with ease.

The challenge

With all Vodafone Live and MMS traffic previously routed via the Vodafone Australia network, the expense of long-lining content through sub-sea cabling had limited the amount of content available to Fijian subscribers and Vodafone Fiji's ability to generate revenues through content-based services. The cost of maintaining the link was also a drain on Vodafone Fiji's revenues.

The Fijian mobile content market is also beginning to mature and Vodafone Fiji recognised the importance of being in a position to capture these changing needs and have faster go-to-market strategies.

Mobile internet uptake has also long been hampered by the shortcomings of the user experience. Often a would-be user would have to make several attempts to log on to the mobile internet before a successful connection was made.

Once connected, the user experience could be one of slower than acceptable web page loading times and slow download speeds mainly because of bandwidth capacity issues on the Fiji to Australia international link.

Avanthi Senaratne, Chief Marketing Officer at Vodafone Fiji said, "With the market demonstrating significant interest in mobile content services, it is a natural step for us to enhance our local support infrastructure for those services, with the aim of replicating the success that Vodafone Live! has seen in other markets."

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Chief Marketing Officer at Vodafone

The strategy

Based on its portfolio of world-class messaging and mobile internet solutions, and its global track record, Vodafone Fiji turned to Acision as its strategic partner to help it deliver the innovative services it wanted for its customers.

Recognising the need to invest in its own local infrastructure, Vodafone Fiji asked Acision to replicate the service it already successfully provided for Vodafone Australia.

Vodafone Fiji selected Acision's High Speed Proxy solution for its mobile internet offering and Acision's high performance Multimedia Message Service Centre (MMSC) for its multimedia messaging offering. The MMSC enables local processing of mobile content. The two systems will enable Vodafone Fiji to offer subscribers fast mobile internet, multimedia messaging and content, removing the requirement to route internet and MMS traffic through neighbouring Vodafone Australia's systems.

With High Speed Proxy, Acision's mobile internet solution ensures that internet content is delivered quickly to the user's handset while Acision's MMSC solution will enable Vodafone Fiji to support person to person (P2P), application to person (A2P) and person to application (P2A) multimedia messages for its customers.

It is also an essential element in the increasingly interactive nature of mobile Web 2.0 and the potential that MMS provides for mobile blogging, both for uploading user-generated content and getting that content pushed. The solutions are likely to boost both browsing and messaging traffic.

Conclusion

With the internet increasingly becoming a platform for interaction rather than a simple information source, High Speed Proxy allowed Vodafone Fiji to make next-generation Web 2.0 internet services viable on mobile handsets. Rich multimedia content such as blogs, photo and video sharing are now an integral part of the mobile internet experience.

“Being able to operate independently is one of the key drivers behind partnering with Acision and Vodafone Fiji now well and truly has control of its own destiny.” Added Senaratne.

“Delivering our own MMS and mobile internet experience means that we now are able to respond to changes in our own market more quickly, create our own content service offerings, and not be adversely influenced by changes in other markets such as Australia, New Zealand, US and Europe.”

With approximately 180,000 Vodafone Fiji subscribers equipped with an MMS and Internet capable handset, there is significant scope for Vodafone Fiji to pick up a significant share of handset upgrade revenue as Fijians warm to the benefits that MMS and mobile Internet.

Acision's High Speed Proxy and MMS solutions will allow Vodafone Fiji to encourage subscriber usage by providing a fast and reliable service, finally meeting customer expectations for true multimedia messaging and mobile internet with an experience which is of a higher quality.

For more information

To contact your nearest regional office, please visit our website or email: contact@acision.com

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