



Hutchison Whampoa Limited



Hutchison Assures Missed Call Alert (MCA) System Thanks to NetXcell and Equator One MAX™

Introduction

NetXcell is a leading mobile ASP with immense expertise in mobile technologies. The first of its kind in India, NetXcell was founded in 2000, and has since been working with mobile operators to provide value-added services to mobile users on three platforms--SMS, WAP and IVR. Today NetXcell is catering to nearly 2 million subscribers across five states in southern India and Maharashtra--almost 25% of the Indian mobile population. NetXcell is the first company to implement SS7-based Missed Call Alert (MCA) System at an affordable price in Hutchison, the first provider of cellular phone service in India.

Hutchison established its presence in India in 1994, through a joint venture with Max India Limited. In 1995, Hutchison Max Telecom became the first operator in India to launch its cellular service. Today, Hutchison is the one of the largest providers of cellular services in India with presence in all the major regions—Orange in Mumbai and Hutch in Gujarat, Kolkata, Andhra Pradesh, Karnataka, Delhi and Chennai. It is also the country's largest roaming operator, with a more extensive network in India and around the world than any other operator. It is part of the Hong Kong based multinational conglomerate Hutchison Whampoa Limited, a Fortune 500 company, and one of the largest companies listed on the Hong Kong Stock Exchange. Its operations span 36 countries in Asia Pacific, Europe and the Americas.

NetXcell's SLA Challenge

Hutchison needed a fully integrated MCA and Short Message Service Center (SMSC) solution. MCA enables the system to send an SMS report regarding a subscriber's missed call information. Whenever the subscriber is out of the network coverage area, information on the missed incoming call is captured and sent as an SMS message to the subscriber. SMSC, on the other hand is used primarily to help corporate clients of Hutchison to address their bulk messaging needs.

Mr. Ramakrishna, Chief Executive Officer of NetXcell says, "Our MCA and SMSC [systems] deployed at telco premises have to meet stringent availability requirements as per SLA. We cannot afford our Missed Call Alert systems running at telco sites to miss a tick."

Enter Equator One's MAX™

Using the MAX™ SLA capabilities NetXcell was able to put together a powerful solution for Hutchinson. Mr. Ramakrishna added, "We devised a fail-safe approach into MCA. We alerted Technical Support to be on-call for any outage on the MCA or SMSC system due to unforeseen network traffic bottlenecks." Here, availability and outages were set as SLA parameters in the MAX

implementation, breaching the thresholds of which would automatically send notifications to designated personnel by email and/or SMS, among others. "Thanks to MAX, we have been able to alert Technical Support for necessary maintenance activities on MCA and SMSC well in advance."

"Notifications through email and SMS is an excellent feature. We do not need to have a checklist to monitor the availability of Vendor Supplied Products."

Ramesh Juneja

GM, Switch Hutchison Essar (South) Limited India

"Finally, the proposal jointly made by Equator One and NetXcell to manage MCA and SMSC has kept Hutchison subscribers smiling, as they consistently get the Missed Call Alerts always, as needed," said Mr Ramesh.

What impressed Mr Ramesh most about Equator One's MAX Infrastructure Management Suite was its ease of use and the fact that it did not intrude into existing setups. "With [the previous] NMS product, we had to install various client versions of GUI/sub-systems on different PCs. With MAX we did not have to install any agent on MCA and SMSC. This was very important for us, as we wanted to lower the maintenance overhead on the servers and limit the involvement from vendor staff."

Key Benefits

Mr Ramesh (Hutchinson) lists the main strengths of MAX:

- **Notifications.** "Network alarms arising from preset thresholds are automatically sent to designated personnel by email/SMS, with option to set acknowledgment and escalation for added delivery guarantee."
- **Web-based Access.** "MAX offers Web-based access to anyone who needs it; hence, there is no need to install additional clients."

Beyond the SLA and Notification capabilities Mr. Ramakrishna (NetXcell) particularly valued:

- **Ease of Use.** "Setup and resources discovery was easy. The time we spent determining our actual reporting needs has really helped us further down the track."

"I'm so impressed with MAX that we are in the process of deploying it to handle SLA management with other clients."

Mr Ramakrishna, CEO, NetXcell Limited India

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