

AN ALEPO SUCCESS STORY

QUBEE transformed its BSS and AAA Infrastructure to improve network performance and deliver advanced data services to its subscribers.



QUBEE enhanced 4G network performance by 25% with an Alepo BSS Transformation.

PROJECT BACKGROUND

Augere Wireless Broadband Bangladesh Ltd. (QUBEE), one of Bangladesh's leading 4G internet providers, called on Alepo to replace its legacy BSS and AAA infrastructure with Alepo's best-in-class solution. Through this project, QUBEE leadership aimed to boost performance of its 4G WiMAX network and to emerge as a market leader with the fastest and most reliable wireless data services.

QUBEE's legacy BSS platform had caused multiple performance and operational issues and limited the operator's ability to launch new, competitive data offers. As QUBEE's subscriber base grew, the legacy AAA could not handle the increased load of network traffic, which affected network speed and stability and led to excessive downtime and poor customer experiences.

In search of a complete BSS transformation, backed by true 24/7 support, QUBEE sought a technology partner with proven expertise in broadband network transformation and renowned professional services. Alepo's previous success with other 4G operators in Bangladesh and throughout APAC bolstered QUBEE's confidence in Alepo.

OPERATOR CHALLENGES

In addition to major network performance issues, QUBEE faced many other challenges that hindered the customer experience and led to high churn rates. Big challenges included -

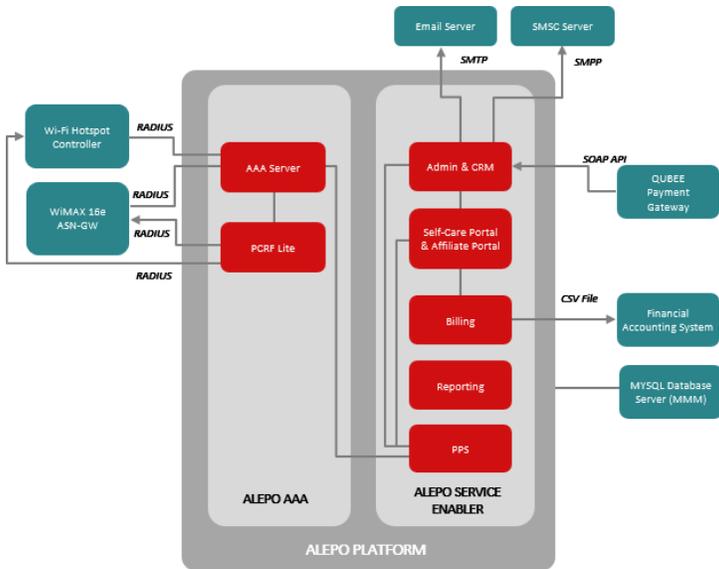
- Interrupted sessions due to frequent service downtime
- Revenue leakage due to flaws in the legacy AAA
- Non-redundant, non-scalable AAA, unable to handle growth in traffic, which caused network congestion
- Absence of real-time policy control, which made difficult to launch modern business plans and offers
- Limited support services by legacy vendor

ALEPO SOLUTION

- Alepo Service Enabler (SE) 9.3
- Alepo AAA, featuring Alepo's PCRF Lite (Policy Control)
- Alepo Mobile Web Self-care App (Android, iOS)
- Integration with Huawei WiMAX 16e ASN-GW
- Integration with email server for sending emails and alerts over SMTP protocol
- Integration with SMSC server for sending SMS from admin portals over HTTP
- Integration with QUBEE Payment Gateway for payments made at banks, outlets, etc., via Soap API
- Integration with financial accounting system over FTP

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SOLUTION FEATURES & HIGHLIGHTS

- **Network Transformation** | Alepo fully transformed the conventional legacy network to a more advanced and responsive network that reduced downtime and improved performance, operations, and QoE.
- **No Revenue Leakage** | Alepo's AAA and real-time revenue management tools reduced the risk of revenue loss, improving profit margins.
- **World-Class Support** | Alepo's true 24/7/365 global support amplified QUBEE's business success and gave the operator peace of mind.
- **Smooth Migration Process** | Alepo helped the QUBEE team to smoothly migrate the database without any data loss or major service disruptions.

USE CASES AND CUSTOM FEATURES

Alepo, an expert in data service creation and monetization enabled QUBEE to rapidly monetize its 4G network with advanced use cases and features, such as -

BANDWIDTH SPEED TURBO BOOST	FAIR USE POLICIES
VOLUME + SPEED-BASED PLANS	PAY AS YOU GO WITH/ WITHOUT RECURRING COSTS
ACCOUNT FREEZE	2X DATA AT NIGHT
PREPAID PLANS	BONUS POINTS
OVERAGE CHARGING	PROMISE TO PAY
PROMOTIONS PER PAYMENT METHOD	DISCOUNTS AND LOYALTY REWARDS
MULTIPLE DEVICE-BASED SERVICES	ALERTS AND NOTIFICATION SERVICES

PROJECT OUTCOME & RESULTS

Accelerated Network Performance

Alepo's high-performance AAA improved network performance, scalability, and offered a better quality of experience. Post-project, AAA performance increased by 25% in just one month in comparison to the legacy AAA.

Increased Subscriber Base

New charging features and use cases enabled QUBEE to readily launch competitive plans and offers. After the project, in 3 months, its total subscribers grew by 15% that increased the revenue and market share of QUBEE.

Reduced Service Downtime

Alepo's AAA increased network reliability and reduced network congestion and downtime to near-zero. After the project, the performance efficiency of the network increased by 60%.