

O2 Communication Center

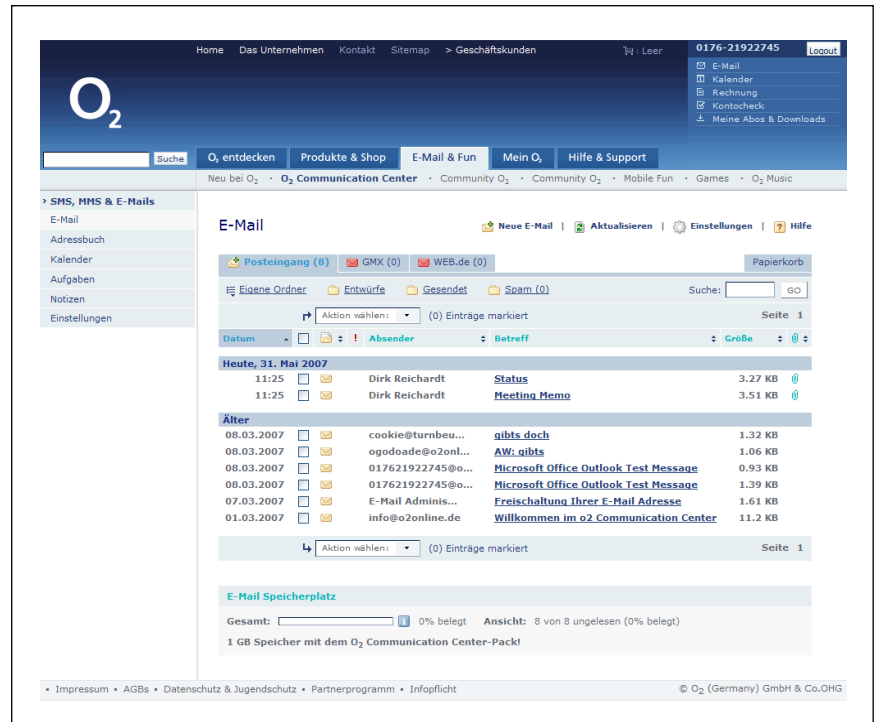
Cornerstone Platform for the O2 Convergence Strategy

O2 Key Figures

Customer base: 13,5 Mio
Postpaid: 7 Mio
Prepaid: 6,8 Mio
DSL: 0,17 Mio
Launch of Service: 08/2006
Reference: o2 website, date 2008/06/30

Customer quote:
O3SIS' all-in-one platform allowed us to deliver a seamless and unique customer experience," said Marion Weidinger, Senior Product Manager at o2 (Germany)

"[...] The proven experience and day-to-day dependability helped us meet deadlines and budgetary requirements including a complex migration of about 1 million mailboxes to the new system without missing a beat".



The Challenge:

O2 Germany was looking for a new platform to improve and enhance their existing e-mail service for the mass market. The goal was to offer an integrated messaging service including address book and calendar.

The Solution

Based on the O3SIS UMA platform, O2 Germany and O3SIS AG jointly built the O2 Communication Center. The access agnostic, highly integrated messaging and data syndication platform, includes the Living Address Book, Calendar, Multi Channel Push Mail, Web2SMS Messaging, MMS, Backup & Restore and Data Synchronisation. Today service is supporting 250+ mobile phones with native and O3SIS SyncML clients.

Benefits for O2:

- Significant lowering the churn rate of active Communication Center leading to sustainable cost savings.
- E-mail users generate a much higher ARPU than the average customer.
- Considering the Address Book as the users 'Launch Pad', to trigger all kind of communication (Voice calls, SMS, e-mail, group messaging, IM and more), o2 is able to introduce new, IMS like communication applications much easier and faster.
- The ComCenter is the key platform for O2's convergence strategy.
- O2 can easily introduced new services based on the continuously extended O3SIS platform and products

Benefits for O2's customers:

- The user has all personal communication data (incl. data from other domains) available at one place.
- The loss of a handset is not a communication disaster anymore.
- In addition user can apply the ComCenter to synchronise their contacts and calendar items across their different stores (mobile phone, Outlook/PC, Web) and communities.
- Users can syndicate and mobilise their various e-mail accounts, with having the choice how to get their mails pushed to their phones.