INCREASING QUALITY OF SERVICE WITH ORBIX®

BUSINESS PROFILE

BEIJING MOBILE

Chinese mobile telecommunications provider

INDUSTRY

Telecommunications

IONA PRODUCTS

Orbix E2A Application Server Platform™

BENEFITS

- Increased quality of service
- Customer retention
- Faster time-to-market
- High performance
- Flexibility and scalability

中国移动通信 CHINA MOBILE

"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

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 for 13 years since 1987 when mobile telephony was first introduced in the Chinese mainland. It owns 70% of the cellular market in China, and is the second-largest mobile operator in the world. Beijing Mobile provides mobile voice, data, IP telephony, and multimedia services. It has over 6.5 million mobile phone users, and supports roaming across more than 60 countries. Beijing Mobile employs approximately 2,000 staff.

The BOSS (Business Operation Support System) project is a framework that integrates Beijing Mobile's network operations. The tender to implement Beijing 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 a CORBA framework built on Orbix E2A Application Server Platform.

KEEPING PACE WITH THE INDUSTRY

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

BOSS was designed to support all Beijing 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 Beijing Mobile protected its considerable investment in the previous system. BOSS also had to integrate with existing data-center and storage systems. Also, in the wake of China's access into the World Trade Organization, Beijing Mobile 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.

A COMPLETE TELECOMMUNICATIONS FRAMEWORK

Forlink Software Corporation is a leading solution provider for several industries in China. It focuses on providing total AIT solutions and applications for customers in industries such as telecommunications, finance, and retail. For-MDC solution provides a platform for building business operations solutions for mobile communication services. 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.

Beijing Mobile's BOSS framework is based on Forlink's For-MDC platform. BOSS allows Beijing 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. Beijing Mobile can offer a complete service portfolio using For-MDC's component-based architecture. By reusing components to create new services, Beijing 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.

PERFORMANCE, FLEXIBILITY, AND SCALABILITY

Forlink's goal is to provide market-leading telecommunications solutions to service providers that need to integrate their disparate business systems into one complete platform. There are three characteristics that all telecommunications service providers need from their business systems: scalability, flexibility, and performance. Forlink chose Orbix because it has an excellent track record in providing these characteristics to large-scale telecommunications deployments for the biggest service providers all over the world.

With Orbix at the center of For-MDC, Beijing Mobile has been able to scale BOSS to manage its 6.5 million subscribers. BOSS has given Beijing Mobile the ability to integrate all its business systems into one platform. Orbix' 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.

"We chose Orbix for our For-MDC product because it provides unbeatable performance and scalability for our customers. Beijing 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.

PRODUCTS

IONA's Orbix E2A Application Server Platform is the most widely deployed development platform for the most demanding distributed applications in the world, combining the scalability of CORBA and the productivity of J2EE. The Application Server Platform supports all of the major component architectures and Web services. It provides a single foundation of reliability, scalability, and security services for applications. The Application Server Platform helps organizations capitalize on their existing operating platforms, programming language expertise, and legacy application investments to reduce the cost and complexity of building e-business applications.

Corporate Headquarters
IONA Technologies PLC
The IONA Building
Shelbourne Road
Dublin 4
Ireland
Tel: +353 1 637 2000
Fax: +353 1 637 2888

US Headquarters
IONA Technologies, Inc.
200 West Street
Waltham, MA 02451
USA
Tel: +1 781 902 8000
Fax: +1 781 902 8001

Asia-Pacific Headquarters
IONA Technologies Japan, Ltd
SKI Akasaka Building
3-21-16 Akasaka, Minato-ku
Tokyo 107-0052
Japan
Tel: +813 3560 5611
Fax: +813 3560 5612

Sales: info@iona.com
FTP site: ftp.iona.com
www.iona.com