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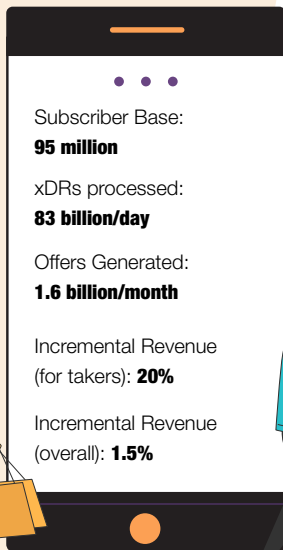
CASE STUDY

mViva Contextual Campaign Management Solution

Integrated Multi-Channel Campaign Management Solutions Generating Contextual Offers to a base of 95 Million Subscribers

▸▸ Summary

Subscriber Base:
95 million

xDRs processed:
83 billion/day

Offers Generated:
1.6 billion/month

Incremental Revenue
(for takers): **20%**

Incremental Revenue
(overall): **1.5%**

The client was seeking an end-to-end **Multi-Channel Campaign Management** Solution capable of handling large volumes of data while delivering advanced features for operational efficiency and cost reduction. A solution to replace their existing virtual store platform, ability to meet complex future requirements and flexibility to configure campaigns at speed was the need of the hour.

After a stringent evaluation process which saw participation from multiple global vendors, Pelatro was awarded the contract based on product capabilities that were future-ready and the scalability of the platform.

Today, Pelatro works closely with the CLM team on "License Model" to run an average of **3,700 campaigns/month** generating **1.6 billion** offers with a **system uptime of 99.99%.**

▸▸ Background

The client is the second-largest telecom operator in Bangladesh and provides a host of mobile telephony services including pre-paid and post-paid. Founded in 1997, the company is a joint venture between **Axiata Group, Bharti Airtel and NTT DoCoMo.** It has the widest international roaming coverage with 398 operators across 182 countries.

▸▸ Business Challenges

After trying multiple solutions in the past and the recent experience of a failed implementation by another vendor, the client sought a Contextual Campaign Management Solution that can **handle large volumes** while delivering **advanced features.**
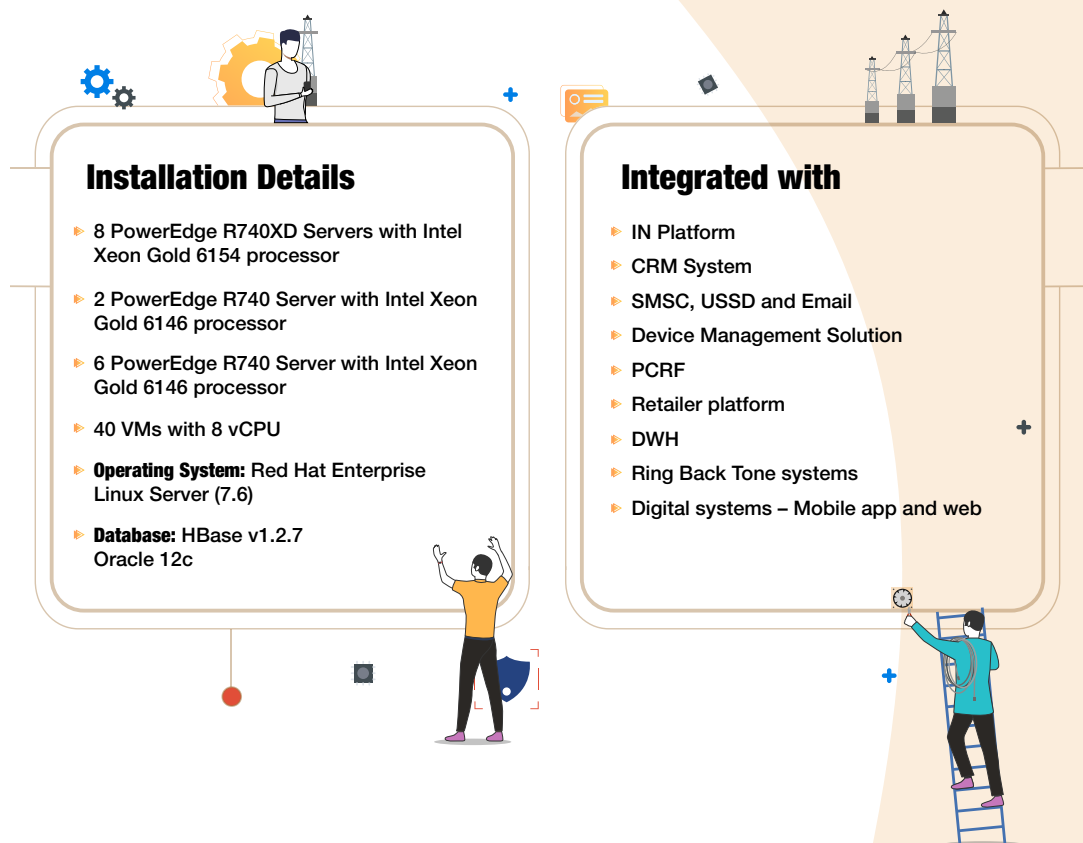
Given the large subscriber base and load conditions, Pelatro delivered a platform capable of handling a base of 95+ million subscribers with the ability to process high loads at a speed of **800K - 1 million CDRs/sec.**

Deployment & Solutioning

Pelatro implemented the **mViva Contextual Campaign Management Solution** at the customer site with an end-to-end process consisting of:

- Solution designing and integration planning
- Adapter building and testing
- Hardware, operating system and database configuration
- Installation of mViva software
- Campaign planning, configuration and UAT

Installation Details

- 8 PowerEdge R740XD Servers with Intel Xeon Gold 6154 processor
- 2 PowerEdge R740 Server with Intel Xeon Gold 6146 processor
- 6 PowerEdge R740 Server with Intel Xeon Gold 6146 processor
- 40 VMs with 8 vCPU
- **Operating System:** Red Hat Enterprise Linux Server (7.6)
- **Database:** HBase v1.2.7 Oracle 12c

Integrated with

- IN Platform
- CRM System
- SMSC, USSD and Email
- Device Management Solution
- PCRF
- Retailer platform
- DWH
- Ring Back Tone systems
- Digital systems – Mobile app and web

Implementation process: 12 weeks

After the commercial go-live in May 2016, new features were added incrementally in a phased manner.

- **Mar 2017** – Store platform
- **July 2017** – Device based campaigns
- **Aug 2018** – Web browsing based Marketing

In addition, several systems integrations (for communication and rewards) and new modalities of campaigns (device, port-in campaigns, post-paid base, real-time location-based etc.) continue to be executed under stringent timelines.

Business Impact

With Pelatro's integrated campaign management, store and Contextual Campaign Management Solutions, the CLM team executes a little over **3,700 campaigns/month** with a turnover of **1.6 billion offers** to result in **1.2 Million rewards/hour.** The "Store Platform" for retail network witnessed (designed by Pelatro for pre-paid recharge) increased retailer penetration from 20% to 80% in just one year. (approx. $4.6 million recharge value).

"Pelatro's campaign management solution has enabled Robi to become more agile in providing segmented offers for its customers, by reducing the time-to-market (from offer conceptualization to launch). The Integrated Campaign Management System gives the segment managers the ease of creating, launching & managing several campaigns concurrently, through a user-friendly interface and using flexible, yet simple, business logic. The domain understanding that Pelatro brought to this project is appreciated." - Pradeep Shrivastava, CCO

Pelatro partners with the client to build features and resources making marketing campaigns more contextual and meaningful.

About Pelatro

Founded by experienced telecom industry leaders, Pelatro offers multiple solutions in the **Customer Engagement Hub.** Known for its innovative solutions for telecom marketers, Pelatro has created a distinct identity for itself on the grounds of proven business results, stability, and scalability. Pelatro offers contextual, targeted campaigning, and loyalty management with omni-channel customer experience, based on extensive AI/ML capabilities resulting in improved Customer Lifetime Value.

The company is headquartered in the **United Kingdom** and has operations in many countries including **US, Singapore, Russia, India and Philippines.**

UK | USA | Singapore | Russia | India
Malaysia | Philippines | Brazil

www.pelatro.com

hello@pelatro.com