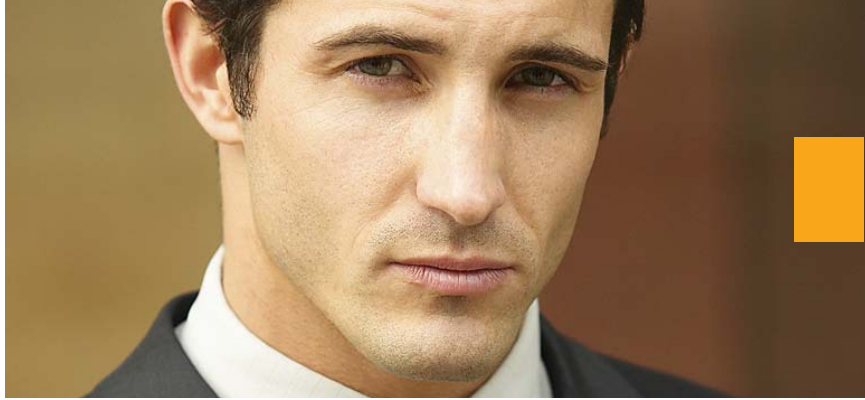


Managing Real Time Promotions Case Study



The Case

WARP4 provides real time promotions and fidelity plans.

The Customer

A wireless operator with more than two million prepaid subscribers.

The Need

The customer's marketing department designed a sophisticated points-based fidelity program for prepaid subscribers to be launched for the Olympic Games.

The Challenge

Four key challenging requirements:

1. Real time interaction with subscribers.
2. Originality. No predefined library based programs.
3. Very tight schedule.
4. Customer required to run ERIS4 application alongside applications already deployed on customer's existing hardware.

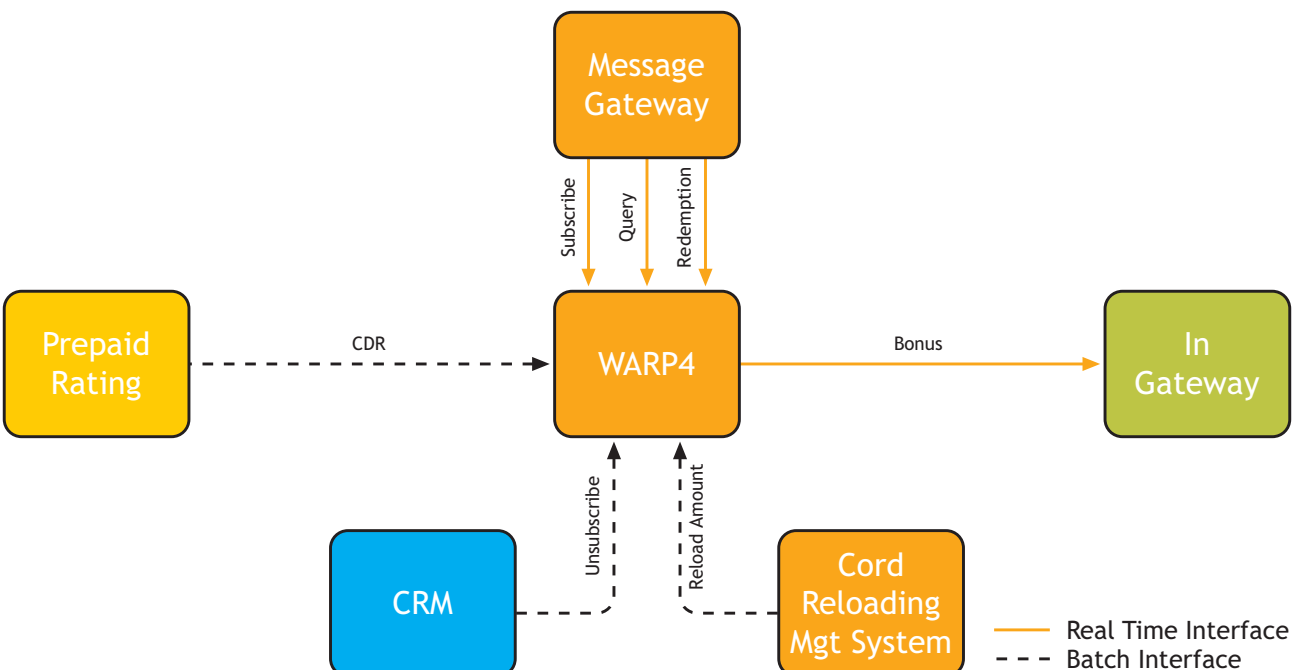
The Selection Criteria

1. Ability to answer any request in milliseconds enabling subscribers' direct interaction.
2. Ability to fully model any business rule without any predefined library based programs.
3. Seamless integration with other software applications and hardware.
4. Java server and lightweight architecture.



The Architecture

The overall high level architecture was as follows:



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In order to minimize the time span between a redemption request and the adding of the related bonus to the prepaid balance, the interface between **WARP4** and the IN Gateway was designed as a real time interface.

Batch Interfaces Are Used By:

- Prepaid Rating to provide **WARP4** with rated usage records.
- Card Reloading Management System to provide **WARP4** with reload prepaid card records.
- CRM to unsubscribe customers from the Fidelity Program.

The operational scenario based on expressed subscription to the Program implies that **WARP4** is in charge of filtering usage and recharge records related to customers who have not subscribed to the Program.

The Program

The basic Fidelity Program is a points-based program. Points never expire and there is no point ceiling. The main elements of the Fidelity Program are: service usage, prepaid balance reloads and special events. As far as the service usage is concerned, points can be accumulated by sending MMSs and by receiving contents via SMS/MMS. In particular, for each type of content and for each type of message a different number of points are earned (e.g., 5 points for receiving news on SMS, 10 point for receiving pictures on MMS and so forth). For specific MMS/VAS points can be also earned by taking into account the size of the message in kB.

Points can be also accumulated by reloading prepaid cards and on special events for individual customers (e.g., anniversary of subscription) or for all of the subscribers (e.g. Christmas).

The cash bonuses are based on a configurable Redemption Table with an unlimited number of point thresholds.

During the redemption phase, customers are authorized to use points in accordance with specific commercial policies. Points above the applicable threshold are preserved.

The Hardware Investments

WARP4 and another third party application were run on the customer's existing HP-UX 11 server.

The Project Schedule

The system has been released by **ERIS4** in 3 weeks from the project kick off.

