

Telecom New Zealand

Telcom

Customer Overview

Telecom New Zealand is New Zealand's leading online and communications provider. Telecom offers a full range of Internet, data, mobile and fixed calling services for corporate, business and residential customers. The company operates one of the most advanced national telecommunications networks in the world, with 99 percent of access lines connected to digital exchanges. The company's local network reaches almost every citizen, and its cellular network covers approximately 95 percent of the population. Telecom New Zealand also provides ADSL (broadband) access via its JetStream product.

To remain one of its nation's leading providers of telecommunications, Telecom New Zealand must stay ahead of the converging services trend. It must continually look for new ways to provide any service, over any network, to any device. But how do you accomplish this when the options available to customers constantly grows, both in available content as well as the variety of mobile devices to choose from? And how do you manage your own internal growth while labouring to keep ahead of the trends? To continue its leadership in mobile data communications and to reduce internal infrastructure support costs, Telecom New Zealand turned to Vignette and Volantis to help make significant changes to their mobile platform.

The Challenge

Telecom New Zealand's Xtra Mobile Services for mobile devices offers customers news, information and downloadable ring tones, java games and wallpapers. But customers were demanding more accessibility. Telecom New Zealand's mobile platform required an approach that was device- and network-agnostic and allowed for easy content reuse and distribution to all required device types.

The solution needed to exponentially increase the number of devices Telecom New Zealand could deliver content to, while reducing the system costs (time, money, complexity, and instability) to be able to support it. Critical to ensuring all possible subscribers could access new content, the new platform had to support both new mobile devices as well as legacy phones.

The Solution

Telecom New Zealand selected the Vignette Digital Services Hub solution to enable Web content to be dynamically repurposed to mobile devices and target content to specific device types. With Vignette's Digital Services Hub in place, Telecom New Zealand can provide attributes (metadata) to content objects to further define them for appropriate use and distribution. In tandem, components of the Volantis Mobile Content Framework™ were integrated to enable device-independent content adaptation and rendering. These include the Image Conversion Service for adapting content images and the Distributed Service Broker/Multi-Channel Server for device detection and optimized rendering and content delivery to both PC and mobile devices. This new mobile content delivery platform future-proofs Telecom New Zealand's content, enabling it to embrace the new capabilities available within the rapidly evolving device market for years to come.

The Results

Since implementing Vignette's Digital Services Hub and Volantis' Framework, Telecom New Zealand has begun to realize its goals. The new mobile platform provides:

Flexibility in content presentation

Telecom New Zealand is now able to provide more images, slicker menu systems, background images and links to relevant technology that are applicable to the devices. This solution allows them to collect, manage, organize, recommend and deliver rich content, services and applications without the need to consider all the various devices receiving the content.

Easy adaptation to new mobile devices

Now only a single platform needs to be supported, capable of managing content delivery to both old (WAP 1.x) and new (WAP 2.x) mobile devices. With this technical delivery challenge solved, they are able to focus resources on the creation and sourcing of new content and to continue phasing in new and innovative solutions to their customers.

In Conclusion

Through a seamless launch with Vignette's Digital Services Hub and Volantis' Framework, Telecom New Zealand is providing an environment where they can deliver any service, to any device, over any network. Telecom New Zealand now can quickly deliver content on any device that meets the needs of customers in this ever changing, converging market.

"Our selection of Vignette and Volantis is based on their proven ability to launch mobile content platforms and drive greater use of mobile data. The two teams worked together flawlessly with Telecom New Zealand to integrate our existing systems and execute the launch. We expect this platform to further reinforce Xtra as the leading brand for new content and data services in New Zealand."

—Tina Sutton, Head of Investment,
Retail, Telecom New Zealand

About Volantis

Volantis enables wireless carriers and content providers alike to increase the variety and distribution of mobile content and services, optimize that content for each and every device, and launch quickly to attract subscribers to the mobile Internet. Volantis's six years of successful product development and commercial deployments around the world ensure its customers leverage this platform to quickly deliver dynamic, consumer-focused applications that provide greater consumer choice, driving new revenue streams and a measurable increase in average revenue per user (ARPU).

About Vignette

Vignette provides software and services that deliver the Web's most dynamic user experiences. The Vignette Web Experience brings rich media and engaging content to life for the world's greatest brands. Vignette is headquartered in Austin, Texas with operations worldwide. Visit www.vignette.com.