

## A provider of mobile content and data services

### **Project: Mobile Content Management**

#### **About the Customer**

Our customer has been developing and operating value-added data services specifically for the wireless industry. It enables carriers, enterprise customers, and brands to profitably interact directly with the mobile customer, reliably delivering new forms of communications and information. Their product line includes Text Messaging Service (SMS) including Enterprise Messaging and Mobile Marketing, Picture Messaging Services (MMS), Spam Protection, and WAP Gateway Services.

#### **Background & Business Drivers**

The client wanted to develop a content management platform to be able to host mobile content such as ring tones, voice tones, wallpapers, iconic screensavers, ring-back (call-back) tones, video clips/video ringers, J2ME Games J2ME.

#### **InterraIT's Value Proposition**

Leveraging its mobile content management domain knowledge, InterraIT proposed various innovative solutions to the client. Through its decade of experience in developing enterprise solutions, web portals and e-commerce applications, InterraIT was able to offer the complete end-to-end turnkey solution to the customer.

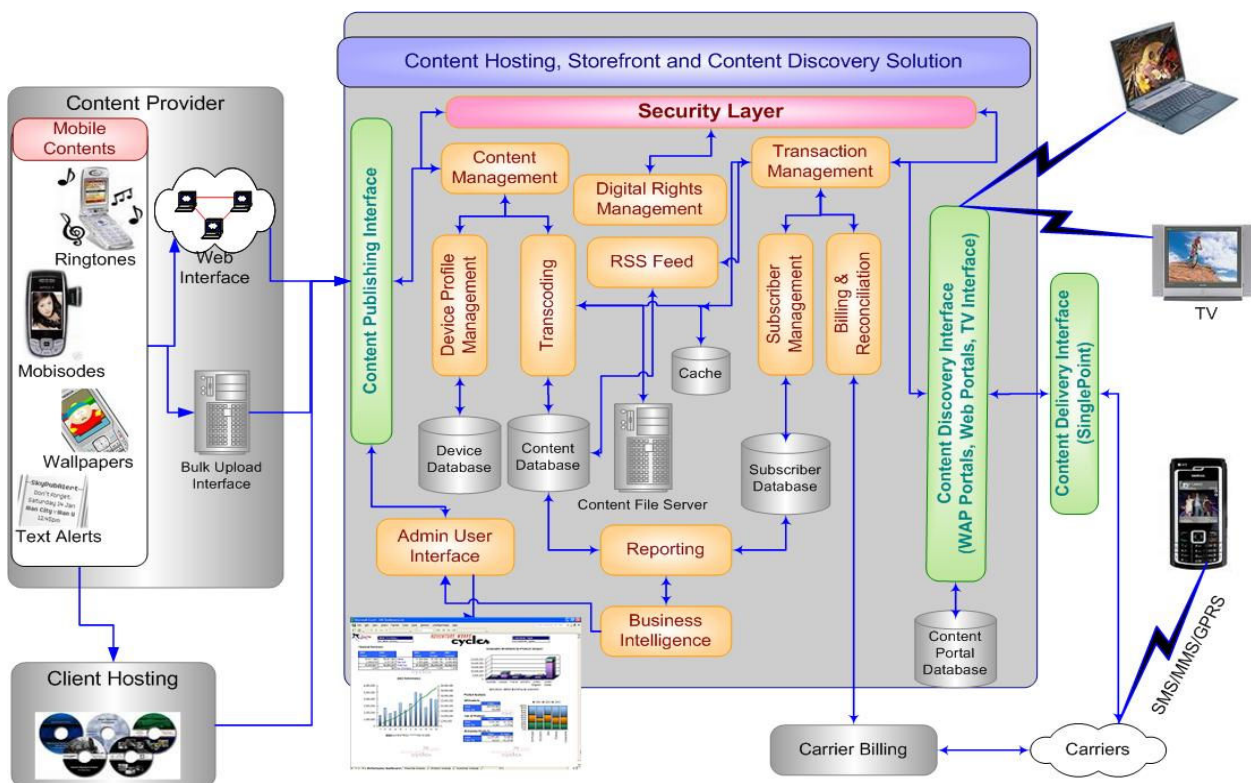
#### **Scope of services & Solution**

InterraIT was responsible for providing innovative content management solutions including value added services and consultancy on hosting solutions, in addition to architecting and implementing the content hosting and management solution.

InterraIT solution consist of the following features

- A Web and WAP portal as the front end
- Shopping storefront for previewing the content and then purchasing it via an SMS/MMS interface,
- Subscription for contents on time (weekly, monthly subscription) or amount basis (# of downloads)
- A business intelligence module to provide analysis and inputs for various marketing and promotional ideas
- An interactive module where live SMS/MMS contents can be fed on to the server webpage
- Content Transcoding engine to convert the format of the images and ring tones to various other formats compatible with respective mobile platforms as and when required.
- Digital Right Management support for content for handset delivery

- Secure hosting
- Statistical analysis and Reporting tool
- Access Control
- Usage Statistics
- Management Interface for data administration, reporting, and subscription control



### Business Challenges

- Testing of applications and content testing on various mobile devices
- Interfacing the solution with existing disparate systems
- Ensuring high performance and security requirements adherence
- Handling digital rights issues
- Testing of the application on multiple network carriers
- Billing reconciliation between the carrier and the content provider

### Pay offs

The solution enabled the customer to provide following benefits to users

- IVR based content downloading

- WAP push applications
- Mobile Marketing solution through messaging
- Content publishing through web portal

### Technologies

- J2ME, WAP, FlashLite
- J2EE
- Web services
- Content Repository, Content Management Solution
- Enterprise Application Integrators