

## MCTEL supports Moov Côte d'Ivoire with its VAS strategy

**Client:** Moov Côte d'Ivoire

**Solution provider:** MCTEL

**Challenge:** In Côte d'Ivoire, mobile users want to take full advantage of mobile communication and entertainment. Moov instantly perceived this emerging demand and decided to partner with MCTEL to deploy enhanced services as well as attractive and targeted offers.

Based in Monaco, MCTEL was formed in 1992 and specialises in message routing solutions. It combines carrier grade software with fully scalable platforms and as well as SMS and MMS services, it now also offers mobile device management and VAS delivery systems.

According to the vendor, Africa is seeking value added services and Côte d'Ivoire mobile users are among the most active on the continent. With three million customers, Moov is a leading mobile operator in the country with a double digit growth supported by a large number of young subscribers who are very savvy with mobile services. In Côte d'Ivoire, as in most of other dynamic mobile markets, devices are no longer used just for voice calls. Sophisticated mobile users take full advantage of cellular technology's innovative communication and entertainment capabilities. Moov instantly perceived this emerging demand and decided to partner with MCTEL to deploy an attractive, targeted offer.

The first step consisted of integrating MCTEL's *VAS Development Gateway* on the operator's network. This is described as a



Savvy mobile users take full advantage of cellular technology's innovative communication and entertainment capabilities

"strong communication software platform" and is designed to offer mobile connectivity over various bearers, including SMS, MMS, USSD, WAP or IVR. It allows any computer application or enterprise network to send, receive, and process SMS and MMS over mobile and compatible fixed networks.

MCTEL says that the platform provides Moov with a powerful and easy-to-use GUI to develop bespoke value-added multimedia applications. The system itself is based on a cross-bearer underlying engine which is able to handle and control different bearer channels. Using the platform's embedded flexible premium charging engine, Moov is now capable of defining any charging scheme (MT premium charging, MO charging, etc).

Moov's technical team was deeply involved in this strategic phase and supported MCTEL's deployment team in order to smoothly manage the integration and connection of the platform to the operator's network. Indeed, the sizing and configuring of the platform also required a tight collaboration between the two teams in order to obtain a finely tuned fit.

### Let the games begin

With this first deployment, Moov has now installed the foundations of its VAS strategy. The MCTEL platforms are designed to manage and help develop the operator's VAS activity and support all message formats as well as offering secure access to messaging infrastructures to third parties. Furthermore, Moov can access a remote maintenance tool that ensures optimal service to its customers.

As well as using the *VAS Development Gateway*, Moov asked MCTEL to develop some useful applications to address its customers. By taking advantage of the platform's integrated development tool and message routing capabilities, the Monaco-based team rapidly created and deployed a variety of mobile services requested by Moov, including *SMS Voting*, *Quiz SMS*, *Chat SMS*, and *Web2SMS*. Subscribers can now enjoy a broad range of mobile applications that fulfil their needs of mobile communication and entertainment.

More recently, in January 2010, Moov launched a new SMS game called *Moovcash* which entirely relies on MCTEL's *VAS Development Gateway*. The interactive game

consists of answering questions asked by the *Moovcash* server. By texting "Moov" to a short code, the subscriber accesses a simple questionnaire about the Moov brand with multiple choice answers. Each correct answer is converted into points and the subscriber who collects the highest number of points wins XOF1m worth of prizes (around USD2,000) of which half is converted into cash and the other half in a credit note that can be used for Moov-to-Moov communications. Moov says that in its first month, it distributed XOF38m in prizes.

### Delivering vital data to mobile users in remote communities

**Client:** MTN Uganda

**Solution providers:** Grameenphone and Google

**Challenge:** Uganda's poor and remote communities need access to vital data such as health, trading, and agricultural information. Using uniquely developed mobile applications, MTN Uganda together with Grameenphone and Google have now provided the solution.

In 2009, MTN Uganda launched a suite of mobile phone applications that provide instant access to information that was previously unavailable to Uganda's poor and remote communities. The new services have been developed in partnership with the Grameen Foundation and Google.

The Grameen Foundation was started in 1997 as a global non-profit organisation. Its mission is to help the world's poorest people access financial services by providing funding and technology support to the local organisations which serve them. MTN Uganda will be making use of the first suite of applications developed at the Grameen Foundation's Application Laboratory (AppLab). It will offer mobile phone software that will provide real-time health and agricultural information, and a virtual marketplace for buying and selling goods and services.

At the time of the launch, Themba Khumalo, MTN Uganda's CEO, said that the services represent the first of what will be many initiatives reaching the segment of the Ugandan market that has been under-served for a long time." Uganda is hungry for products that empower