

Case Study: Orange

Orange

Orange was launched in the UK in April 1994. As the fourth company to enter an already crowded mobile telecoms marketplace, it needed to establish itself as radically different if it was to succeed. And succeed it did, for Orange is now one of the most recognisable brands in the world.

In 1999, the company was sold by Hutchinson Telecom to Mannesmann AG before being acquired in August 2000 by France Telecom.

In 2006 the France Telecom Group announced its intention to align its activities and make Orange its single commercial brand for Internet, television, mobile and all other digital services. Since then, the Orange brand has continued to expand across the Group's main markets, and it now serves 100 million people around the world.

Orange and France Telecom now serves over 85 million customers across 23 mobile operations around the world. It is Europe's largest broadband provider with over 8.1 million broadband customers across Europe, and is Britain's No1 VOIP provider with more than 150,000 users.



IPL at the heart of Orange's core service network

The challenge

Orange's growth since entry into the UK market in 1994 has been nothing short of explosive. Today, it is one of the largest mobile operators in the UK with over 14M active customers and is consistently ranked no.1 for customer satisfaction by contract customers. Its brand is synonymous with innovative, exciting, customer-centric services.

Managing such growth against a background of rapidly changing network technologies, and regulatory constraints has been a major challenge for Orange. For any mobile operator, agility is the key to success – being able to rapidly introduce new products and services without time-consuming and expensive changes to the core network.

Orange has achieved this through its choice of platforms and development partners, with IPL at the fore.

The solution

IPL has played a key role in the following programmes:

- Directory Information Base – carrier grade platform, providing real time LDAP directory and application hosting environment. Scalable to support Orange's full subscriber base. The platform is utilised by various hosted applications including the following developed by IPL:
 - GSM and 3G Home Location Registers (HLR)
 - Service routing system – application handling HLR, voicemail, and SCP addressing; provides a number of functions including MNP and CEIR
 - Interworking function – a high performance application that

controls, optimises and mediates service flows between call handling and service handling entities, typically on different platforms or different networks

- Pre-pay system including rating engine
- Numerous service-differentiating IN applications
- Billable event mediation system
- Pre-pay tariff management system
- Provisioning services in support of IN systems
- Technical consultancy on new push-to-talk service
- PC Messenger – technical project management of development of a PC-based text messaging system integrated with MS email client
- Alcatel 3G – project management and technical design authority over introduction of OMC controlling new 3G network elements
- Multi-service bundling – business and technical consultancy throughout the design and implementation of this new and very high profile offering

The highlights

Since the early 1990s, IPL has supplied Orange with carrier-class software to support its evolving core service network, and latterly with the provision of high-quality business and technical consultancy.

IPL continues to work closely with Orange helping to ensure the future remains bright for both Orange and its customers.

About IPL

Founded in 1979, IPL has a long history of successfully delivering excellent value consultancy and end-to-end solutions to both the public and private sectors.

IPL's consultancy is renowned for its quality and value. Our consultants are talented and independent-minded individuals with extensive industry experience. We consistently exceed our clients' expectations through a combination of imaginative thinking, managerial and technical expertise and many years of systems engineering experience.

IPL's track record in end-to-end solutions development is exceptional. Our proven development methodology allows us to cut through technical complexity, manage risk and completely focus on delivery. We consistently deliver reliable, efficient and accurate systems to a precise schedule.

IPL is an ISO9001:2000/TickIT registered company having a permanent workforce of 240, revenues of ca. £21M p.a. and 40,000 sq ft of secure office space in central Bath.



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