

Implementation of Comarch Billing Cloud

fring

Being that the mobile VoIP services market has advanced, fring designed an innovative product that allows making phone calls from their application to mobile and landline phone networks. The Comarch Billing Cloud solution was selected in order to provide rating, charging and billing of services of this revolutionary business idea in real-time.

Business needs

fring already provides a smartphone application that enables users to make voice/video calls and text chat for free in the fring network. As the next step it was decided to allow to make calls to mobile and landline phone users – the new service was called fringOut. fring planned to enable its subscribers to make phone calls from 1¢/minute to any country. To launch this service, fring needed a billing software for support. fringOut was to be built from scratch, with no guaranteed success, yet with a solid potential customer base of 10's of millions of fringsters. The supporting software was expected to be flexible – start small and then grow with business while maintaining telco-grade robustness. After reviewing several vendors, Comarch Billing Cloud was chosen as the solution that best fits fring needs.

The solution

Comarch Billing Cloud is a modern solution, perfectly suited for start-ups because of its flexibility and short deployment time. It comes in a variety of business and licensing models including "pay-as-you-grow". The final solution can be developed in an agile way, allowing required customizations to be delivered dynamically.

The service provides real-time charging, balance control and replenishment functionalities. The customer care module supports system operations, such as product catalog, user management or report generation. Every user can review their account history, credit and settings, using Web or a mobile self-care interface. The highly available Comarch Billing Cloud ensures expected performance and scalability. Real-time session control, necessary in the prepaid business model, is supported by a RADIUS server.

User registration is carried out online. The solution also provides integration with external business partners such as PayPal and G2S (gate2shop). Comarch Billing Cloud is hosted in the Comarch Data Center and is made available to fring via a Virtual Private Network (VPN), connecting over 20 fring data centers around the world.

Why Comarch?

As fringOut was a completely new service, fring was looking for a solution that would not only require little investment at the beginning, but one that would also be possible to extend in the future if the service was to prove successful. In this case, by choosing Comarch Cloud Billing, investing in hardware or technology was not necessary. Because the solution is based on the Comarch BSS Suite of COTS products, it offers a combination of a low-cost approach and product maturity. This unique mixture together with the stability and scalability (both technical and commercial) of Comarch Billing Cloud made Comarch an ideal partner for fring's project.



Customer:

fring

Industry:

Mobile VoIP Communications

fring is the mobile communication service that pioneered mobile video over internet calls in 2009 and announced the world's first mobile group video calls for iPhone & Android devices. fring is growing exponentially with tens of millions of users in more than 200 countries. Their services are available on all leading smartphones (including iPhone, iPod touch, Android and Symbian), through any mobile operator, and any mobile internet connection (3G/4G, Wi-Fi, GPRS, EDGE).

fring users make free group video calls, voice calls and live chat. With fringOut, users can make cheap calls to any regular landline and mobile phone number worldwide from the starting price of 1¢/min.

Comarch products & services:

- Comarch 3arts
- Comarch Billing Cloud
- Comarch Data Center

COMARCH

"Comarch's flexibility, both technical and commercial was exactly what we were looking for in our billing provider. The Comarch Billing Cloud enabled fringOut to grow from zero to millions of users, without compromising the quality of service. Thanks to Comarch we were able to launch the service very fast and can easily adjust it as the business evolves.",

Alex Nerst – CTO, fring

The Result

- Comarch Billing Cloud was deployed in the Comarch Data Center in Krakow within a very short time – it took only 2 months to launch the all-in-one business solution and perform all the necessary integrations
- Fast and effective integration was executed with fring's infrastructure and external services such as PayPal and G2S (gate2shop) using Web services API
- Thanks to the flexibility of the service, fring is now able to rapidly introduce changes in their service and maintain the leading position in the mobile VoIP market
- Comarch Billing Cloud has scaled seamlessly and efficiently from zero at launch to 10's of millions of requests served daily
- The number of fringOut users is growing aggressively - adding more than a million fringsters monthly, reaching 10's and 10's of millions of fring users.

"If you don't have a landline and are on the go with your mobile then use fring to make cheaper calls through Wi-Fi", The Guardian.

"fring adds internet features to cell phones. You just download this one little thin app to your phone and it just does it, it works", CNBC.

The screenshot displays the fring.com user interface. At the top, the fring logo is accompanied by the tagline "get together, mobile" and a navigation menu with options like "Buy credit", "Transfer credit", "Subscriptions", "History", "Calls", "Payments", "FAQ", and "Rates". The main content area shows the user's name "Krzysiek" and a balance of "182.19 EUR". Below this, there is a "Subscriptions" section with a "Monthly Subscription" option and a "Subscribe" button. A "Refresh" button is also visible. The bottom of the page features a "Buy credit" section with a "Payment method" of "Credit cards" and an "Amount" of "10 EUR". There is also an "Auto-Recharge" option with a checked box. The footer contains the copyright information "© 2006 - 2011 fringland Ltd. All rights reserved."

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About Comarch:

Comarch is a global supplier of IT products and services for the telecommunication industry, among others. The company's industry standard compliant solutions are developed in-house, and constantly evolve based on customer demand. Since 1993, Comarch has accumulated experience and knowledge in designing, implementing, and integrating IT software. The end-to-end portfolio covers flexible COTS products in the areas of BSS/CRM/OSS, as well as loyalty solutions and a broad range of accompanying services. Customers include Telekom Deutschland, T-Mobile Austria, E-Plus Germany, Vodafone Germany and Telefónica O2 Germany, as well as companies from the KPN and FT groups.

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