

StarHub Selects KORE System Group CDP Solution

THE CHALLENGE

To provide data security and high flexibility to support the wide variety of service plans the M2M segment demands

THE SOLUTION

Implement the KORE Systems Group M2M CDP into the StarHub network with full integration to existing network and back office elements

THE RESULTS

The deployed solution resulted in significantly enhanced enterprise experience via *PRiSMPro*, reduced time for on boarding new customers, creating M2M optimized products, and provides seamless interworking with existing StarHub business processes

To learn more about what KORE can do for your M2M business needs, please visit www.korewireless.com/kore-systems or email MyM2MPartner@KORESystemsGroup.com

Background

StarHub is Singapore's first fully-integrated info-communications company, offering a full range of information, communications and entertainment services for both consumer and corporate markets.

StarHub operates a mobile network that provides 4G, 3G and 2G services, among other communications networks such as Fiber Broadband, and CableTV.

Launched in 2000, StarHub has become one of Singapore's most innovative info-communications providers, and the pioneer in 'hubbing' - the ability to deliver unique integrated and converged services to all its customers.

The increasing demands from the business segment for faster time to market, greater flexibility of service offerings, and the ability to tailor service plans meant that traditional OSS/BSS systems and business processes were not efficient in addressing the market.

StarHub's Enterprise Business group was created to address these needs. Including within, a team to address the M2M segment. StarHub now serves the M2M market by adapting the traditional consumer mobile telephony and BSS infrastructure.

Their offering was an in-network solution. One that would be tightly integrated to the StarHub network and business processes because of the data security, and services flexibility that product the offerings demanded. In this way, the core network elements need not expose their API's over the wider internet, but need only be extended within the operator's Data Communications Network (DCN).

Solution Overview

KORE provided a software solution in accordance with StarHub's best practices for IT/hardware infrastructure. The KORE Software as a Solution (SaaS), coupled with its approach to integration and customization, resulted in a design ensuring tight integration, which guaranteed a minimal impact on resources and existing processes. With an in-country solution, StarHub eliminated external links, VPN's, leased lines and latency concerns while providing the best of class solution for migrating existing devices either on to or off of the platform.

KORE implemented the M2M CDP within six months from the time the contract was signed. This project included technical specifications, design and reviews at the front-end, and testing prior to production cutover.

During the implementation project, KORE were able to react and adapt in real-time to the new requirements that arose as a result of the fast-changing M2M landscape in Singapore: for instance, StarHub had introduced new extended MSISDN and PLMN numbering ranges that required agile modifications.

Key Results

The deployed solution resulted in fast and easy on-boarding (creation and setup) of new enterprise customers which was one of the key reasons for evaluating additional vendors as on boarding new customers was proven to be challenging with the initial platform.



StarHub Delivers...

- First fully integrated info-communications company
- A suite of mobile, wireless, internet, television, and fixed-line services
- Niche services including loyalty programs, budget programs, and bundled packages demanded by consumers

KORE Delivers...

- M2M CDP management system that empowers a secure, reliable and scalable feature rich in-network and in-country solution surrounding provisioning, rating, features, inventory management, reporting and analytics
- Integration of the M2M CDP into operator networks to efficiently leverage existing elements and systems
- An extensive ecosystem that can be leveraged by operators to augment their portfolio of solutions allowing Enterprise customers to quickly and effectively build their own M2M ecosystem

"We are pleased to have chosen KORE for our M2M service management platform as we drive M2M awareness, adoption and innovation in Singapore by collaborating with partners in our M2M ecosystem. The platform is the first step towards enabling us to offer valuable, differentiated and complete M2M services to our M2M partners and customers."

Michael Ng
VP of Managed Services and Solutions,
StarHub

"KORE has delivered a fully integrated Connected Device Platform (CDP) with the applications required for leading operators like StarHub to monetize their networks, control costs, optimize M2M services delivery and provide an ideal end-user experience."

Jeff Stark
Vice President,
KORE Systems Group

About StarHub

StarHub is Singapore's fully-integrated info-communications company, offering a full range of information, communications and entertainment services for both consumer and corporate markets. StarHub operates a mobile network that provides 4G, 3G and 2G services. It also manages an island-wide HFC network that delivers multi-channel pay TV services (including HDTV, Internet TV and on-demand services) as well as ultra-high speed residential broadband services. StarHub operates an extensive fixed business network that provides a wide range of data, voice and wholesale services. Over Singapore's fibre-based Next Generation Nationwide Broadband Network, StarHub offers a broad range of home and business broadband plans along with a host of advanced media-rich value-added services, such as IPTV for commercial entities.

Launched in 2000, StarHub has become one of Singapore's most innovative info-communications providers, and the pioneer in 'hubbing' - the ability to deliver unique integrated and converged services to all its customers. StarHub, listed on the main board of the Singapore Exchange since October 2004, is a component stock of the Straits Times Index and the MSCI Singapore Free Index.

About KORE

KORE M2M Systems Group Inc. was formed exclusively to provide solutions to operators worldwide that help them maximize their M2M potential. With more than 10 years of practical experience supporting large-scale multi-carrier platform services in a number of world markets, KORE leverages this proven success and 'know how' in serving the M2M market to deliver optimally integrated and customized solutions to operators including a carrier-grade, redundant, flexible and scalable 2nd generation M2M connected device platform. KORE Systems augments the M2M SDP with technical, marketing and project resources and expertise to deliver an M2M optimized solution to operators who are just getting started or who are looking to improve and scale an existing M2M business.

For more information about KORE Systems Group and our M2M service delivery platform, please contact us or visit us at: www.KORESystemsGroup.com.