

# Cellebrum Technologies

## Standardizes on CT ADE to Speed Development of Mobile Value Added Services

### CHALLENGES

Cellebrum Technologies, a leading provider of mobile messaging, needed an advantage. They sought a development tool that would speed time to market for new services and ensure that they could be easily enhanced and customer demands evolved and new technologies were introduced.

### SOLUTION

Cellebrum Technologies chose to standardize with CT ADE for the development of VAS services. CT ADE provides powerful development capabilities programmers can use to quickly create sophisticated solutions from pre-built building blocks. Native support for multiple speech, telephony, SS7 and VoIP protocols helps the company mitigate technology risks. The Syntellect-based solutions can be deployed in a wide range of customer environments and can be migrated to newer technologies without costly changes.

**“Developing with CT ADE reduced Cellebrum service creation time by more than 80 percent, and time-to-market is vital in the highly competitive market in which Cellebrum operates.”**

MR. SAKET AGARWAL  
CEO  
CELLEBRUM TECHNOLOGIES

Using CT ADE, Cellebrum was able to quickly migrate their existing VAS solutions to the new platform and enhance them during the design process. This solution set included voice mail; a speech-enabled voice portal for news, stock quotes, sports scores and horoscopes; and IVR solutions for downloading games and songs among other items.

Once their core offerings were re-deployed using Syntellect's technology, they designed a wide range of new and innovative solutions including:

- **Background Music:** This solution enables users to create their own ambience by playing user-specified songs in the background during a call.
- **Mobile Radio:** This is an innovative service that allows a user to select and hear songs of their choice, dedicate full songs to friends and family or download them as their personal ring tone.
- **Voice Chat:** A service for mobile subscribers who wish to talk and chat with others without disclosing their identity.
- **Pay4Me:** For prepaid and postpaid subscribers with a zero balance, Pay4Me provides a back-up account for placing emergency and priority calls.



## CASE STUDY overview

INDUSTRY  
Carrier Services

### CUSTOMER PROFILE

Cellebrum Technologies is a leading provider of mobile messaging, gaming and entertainment applications to mobile operators across India and Asia. They serve a highly competitive market and being the first to introduce new innovative solutions is imperative to success.

### GOALS

Reduce development time to speed time to market for new services

Ensure new services could be easily enhanced and customer demands could be met

### SOLUTION

Use CT ADE to provide powerful development capabilities programmers could use to quickly create sophisticated solutions from pre-built building blocks

### BENEFITS OF CT ADE

Cellebrum became more competitive and generated new revenue streams

Significantly cut deployment time by 80%

Reduced time to regionally customize each solution by 60%

Achieved ROI for CT ADE in less than one month



- **Select Caller List:** This service enables subscribers to selectively block and/or allow calls from a list of designated callers.
- **Caller Ring Back Tone:** Instead of hearing the standard ring tone when calling someone, caller ring back tone lets wireless service subscribers play their favorite tune, sound, jingle, or phrase to incoming callers.
- **SMS Chat:** SMS Chat allows subscribers to anonymously chat with others. The subscriber's phone number is never displayed during the chat; instead they can use a profile name of their choice.

## RESULTS

Today, Cellebrum Technologies is one of the most successful developers of VAS solutions for mobile providers across India, Asia and Africa. They have 115 circle operations on voice platforms serving over 180 million subscribers and 20 million active users of their services. Their innovative solutions have generated premium revenue rates for their customers. A selection of Cellebrum's VAS customers includes:

- BPL: Mobile Radio, Voice Chat
- RIM: Background Music, Voice Chat, Devotional Portal and Mobile Radio
- Vodafone: Selected Caller List, Background Music, Voice Chat
- Spice Karnataka: Voice Chat, Mobile Radio, Background Music, IVR
- Bharti Airtel: Mobile Radio, Background Music
- Tata Tele: Mobile Radio
- Jordan Telecom: Voice SMS
- Bangladesh: Select Caller List
- Reliance GSM: Voice Portal, Mobile Radio and Background Music
- BSNL: Voice Portal, Mobile Radio

Today, Cellebrum handles over 15 million calls per month with Syntellect-based solutions and their patented Background Music solutions have over three million subscribers across all operators. The company has deployed over 20,000 ports of CT ADE.

CT ADE helped Cellebrum become more competitive and generate new revenue streams. They cut application development time by 80% and reduced the time it takes to regionally customize each solution by 60%. The company estimates that the ROI for CT ADE was achieved in less than one month.

## ABOUT SYNTELLECT

At Syntellect, we help our customers create, maintain and continuously improve superior end-to-end service for their customers. With over two decades of pioneering leadership and thousands of solutions deployed globally, Syntellect is a premier provider of enterprise-class contact center solutions for the utilities, financial services, government, high-technology, help desk, consumer products and healthcare industries.

## THE BOTTOM LINE

**“Utilizing CT ADE enables us to concentrate on creating innovative solutions that leverage new standards and emerging technologies rather than expending resources to remain abreast of the current technologies. This has enabled us to consistently offer fresh and innovative services and contribute to the growth of the VAS industry overall.”**

SAKAT AGRAWAL  
CEO  
CELLEBRUM TECHNOLOGIES



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