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Orga Systems and Astelit deliver fast end-to-end BSS transformation project for BeST Belarus

Cutting-edge solution enables faster time-to-market and decreases OPEX

Paderborn (Germany), Kyiv (Ukraine), 03 June 2014 – Orga Systems, a leading software vendor for real-time charging and billing solutions, with an international customer base in the telecommunications, utilities and automotive markets, and Ukrainian Astelit, one of the leading telecommunication companies in the country, providing GSM-services under TM life:), have successfully deployed a joint end-to-end BSS solution at the Belarusian operator BeST. The now fully convergent environment includes an integrated solution for real-time billing as well as order management, CRM and self-service channels. The combined solution provides BeST with a reliable platform and enables them to launch new products and services with a faster time-to-market while reducing OPEX. BeST benefitted from an extremely fast implementation with a commercial go-live in 12 months.

Increasing business agility through a proven end-to-end solution

The installation at BeST is built on Orga Systems' cutting-edge GOLD Convergent Charging and Billing system, indispensable for a new BSS environment. Astelit's software development provided the CRM and order management products which are explicitly tailored to meet operators' standards and needs. The development of the products was based on TM Forum's Information Framework (SID) model enabling a successful business transformation through flexible configuration and integration. Therefore all of BeST's business-processes were transferred successfully and with a minimal migration freeze period. Moreover, an improvement of operational costs and system stability was achieved in line with the installation.

Orga Systems and Astelit targeted to implement a modern and efficient BSS environment at BeST similar to the proven end-to-end solution deployed at Astelit's mobile operator life:) back in 2006. The reference installation at life:) served as a flagship project due to Orga Systems' and Astelit's outstanding expertise for products, business-processes, applications, infrastructure and IT services.

"It was not an easy decision to swap the entire billing system at all. The biggest challenge was to complete the end-to-end swap including CRM in a very aggressive project timeline with zero tolerance of mistake and I can confidently say that as a result of great team work we have made a success story. I call it `swap at the speed of light`! We had a vendor, Orga Systems at the core, who knows what they are doing, we have our sister company Astelit on the CRM side with a perfect understanding of our, an operator's requirements, and a

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perfect implementation team in BeST. This was the success formula,” states Ismet Yazici, General Manager at BeST.

“Using our own successful experience and aiming to share it with BeST, together with our partner Orga Systems, we introduced a fully convergent solution which is unique among Belarus’ telecommunication operators. Our project teams implemented this technological and complex system in a short period of time, providing BeST with the opportunity to enjoy high marketing flexibility, perfect operational efficiency and real-time availability of unique software products. The project, in the meanwhile, enabled Astelit to provide the efficient IT-solution outside of its native Ukrainian market,” shares acting Astelit CEO Erdal Yayla.

“Working on this project together with Astelit definitely took our customer relationship to another level – namely to a partnership. Based on our background with Astelit we are convinced that our combined solution is the perfect choice for BeST to grow and gain market share,” says Wolfgang Kroh, CEO of Orga Systems.

About Astelit life:)

life:) is a dynamic growing mobile services operator, providing convenient, affordable tariffs and high quality services to all regions of Ukraine. As of Q1 of 2014, Ukrainian GSM operator life:) serves 12.5 million subscribers of prepaid, contract and corporate subscription. Entering the Ukrainian market in 2005, the operator in record time has created a network that now covers the territory where more than 98.6% of Ukrainian population lives.

life:) is the market leader when it comes to introducing innovative services. The company was the first to introduce to the Ukrainian market a range of innovations that are now familiar and common for most mobile phone users in the country. Among these are EDGE technology, MeloRing, Voice SMS, and Mobile TV. The company is constantly expanding its range of services aimed at making communication more comfortable and technologically advanced. life:) was the first to offer free access to popular social networks Facebook and VKontakte on the local market. life:) was also the first Ukrainian mobile services operator to offer its subscribers online chat with a call-center.

life:) provides its clients roaming services in the networks of 451 roaming partners in 184 countries. As of Q1 of 2014, seven life:) customer service centers and 197 exclusive shops operate in 108 cities of Ukraine. In addition, life:) subscribers can order life:) services through 166 branded points of sale and 50,213 GSM and non-GSM sales points throughout Ukraine.

About Orga Systems

Orga Systems is a leading software vendor for real-time products, with an international customer base in the telecommunications, utilities and automotive markets. For more than two decades, Orga Systems has been serving customers around the globe enabling them to quickly launch and monetize innovative offerings. With Orga Systems’ unified order and revenue management solutions, service providers benefit from a catalog-driven BSS for charging and billing, embedded policy and customer order management. It is designed to enhance service providers’ capabilities to actively drive a new agenda for launching, selling, delivering and monetizing products faster and at lower TCO. Best-in-class consulting and implementation services guarantee immediate Return on Invest.

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