

Prodapt MAP/PIM Solution Helps Improve Operating Profitability

Multiple Access Portal and Personal Information Manager provide user access to premium services.





iForce™ Partner Overview

Prodapt provides application development, deployment, and integration services to help create compelling, Web-based solutions for some of the world's leading companies. Prodapt leverages its state-of-the-art development facility in India to deliver a unique onsite-offshore model that provides quicker deployment time, scalability, and significant cost advantage.

Industry Solutions

- Telecommunications
- ISP
- Government
- Manufacturing

Key Business Needs

- Lower operating and support costs
- Ability to attract and retain subscribers
- Faster time to market

Business Results

- Reduced cost and complexity
- Increased productivity and profitability
- Improved customer relationships
- Increased competitive advantage

“With Prodapt’s MAP and PIM solution, one of the leading telcos in the world has increased subscriber confidence and, at the same time, lowered subscriber support costs. Clients in other industries, who are looking to build customer relationships and grow their revenue base while improving operating efficiencies, can also benefit greatly from these solutions.”

– Prithvi Kandanda, Vice President of Business Development, Prodapt

One of the world's largest mobile communications companies needed to streamline operations in order to grow their business profitably. Their operations spanned over 28 countries, where they provided services to more than 122 million subscribers. Their goal was to deliver more and better services to their customer base as they refined internal operational costs for greater return on investment (ROI).

This telecommunications leader was looking for a Web-based solution that could help solve some specific business goals:

- **Speed time to market for their services:** Better manage their complex and dynamic IT environment — including complicated hardware configurations as well as legacy and custom applications.
- **Lower costs:** Support business relationship goals with its subscriber base, partners (retailers and service providers), and subsidiaries without significantly increasing costs.
- **Improve Subscriber Service and Reliability:** Improve the ability to stay current with more advanced versions of applications such as integrated mail, calendar, and desktop services. Achieve 99.9% availability while delivering services and support. Enable pervasive access for subscribers using legacy phones.

To achieve these goals, the company would have to address key technology issues, such as software licensing, maintenance, and upgrades. A heterogeneous mix of applications and products was demanding significant investment of both cost and time. The challenge was to identify and use the most current version of best-of-breed software, while simplifying management of these applications.

Highly scalable solution helps client improve subscriber relationships, reduce support costs, and deliver services faster.

Prodapt—An Experienced Partner

The company was looking for a comprehensive solution that could be deployed in a short period of time. One of the biggest names in the telecom business, they were looking to obtain the solution from a proven technology and business leader. The company was also looking for a capable solution partner, with the necessary expertise to customize the Sun Java™ Enterprise System platform to their specific business needs.

To provide the optimum solution based on their business and technology requirements, the client chose Prodapt, a Sun Elite iForce™ Partner with extensive experience in developing next-generation Web services and solutions for global companies. In partnership with Sun, Prodapt has established a Java Enterprise System Competency Center, with trained and experienced platform specialists in Java 2 Platform, Enterprise Edition (J2EE™) technology and the Java Enterprise System platform.

Using its competency center resources, as well as its proprietary eSolve methodology, Prodapt develops repeatable solutions that generate substantial value for clients—reducing cost and time to market, and ensuring a high level of predictability and quality of Java Enterprise System solutions.

The Prodapt Solution

Prodapt worked closely with the telecommunications company to develop and deploy a highly scalable solution that would support its key business goals. The resulting Multi-Access Portal and Personal Information Manager (MAP/PIM) solution leverages the Java Enterprise System's pre-built portal, messaging, calendar, and mobile access services, all built on open industry standards like J2EE, XML, WAP and LDAP.

Portal Front End

To improve subscriber access to a variety of key services, the Prodapt team customized the Java System Portal Server to:

- Aggregate and present content from various sources such as news feeds from service providers like Reuters, Founoon, and GN4Me. Business content was included via the Vignette Content Management platform.
- Provide a powerful dashboard that summarizes all the events happening in integrated applications/services.
- Enhance search and graphical depiction of key reports within a channel.
- Provide Single Sign On (SSO) capabilities for proprietary applications like online billing, advertisement server, and multi-media library.
- Provide SSO and integration for Java System Messaging Server, Java System Calendar Server, and Web-to-SMS Service.

Common User Repository

The multi-platform IT environment is comprised of different applications used by client employees, partners, and subscribers; all major applications use their own data repository to store and manipulate the information.

- The Common User Repository was designed and implemented to run from an enterprise LDAP directory service based on the Java System Directory Server. This includes the definition of the LDAP schema, attributes, and Directory Information Tree (DIT).
- The Enterprise Directory Server delivers rapid and standards-based secure access to the common user repository.

Identity Management

The Java System Identity Server offers a cost-effective security solution that streamlines user experience, linking various users to the authoritative account. The Prodapt solution leverages these key features:

- Role-based user management
- The ability to define and configure Portal Desktop Services
- Integration with the Common User Repository (Java System Directory Server)
- Custom authentication module for communicating with the Common User Repository for authentication and authorization—Java Authentication and Authorization Service (JAAS) framework

Collaboration Services

The Java System Messaging Server and Java System Calendar Server were used to implement an enterprise-wide messaging solution. The messaging infrastructure was integrated with portal services and was SSO enabled. Other key features include:

- Using the same Address Book for both mail and calendar applications
- The ability to send SMS from the Portal Desktop or the Mail Inbox

- Email, message management, public and distributed shared folders, standards-based client support, strong security, spam and virus protection, and integration with third-party products for unified communications

WAP-enabled Portal

The Java System Mobile Access Server was implemented to enable pervasive access to the different services within the Portal. Prodapt successfully implemented the following features to extend the portal services to Wireless Access Protocol (WAP) enabled phones:

- Installed and customized Sun Java System Mobile Access Pack on Portal Server
- Integrated the WAP solution with the SMS and Wireless Gateway

- Enabled cross-compliant browser support: HzL, JHTML, VoiceXML, WML, XHTML, cHTML, iHTML

Measuring Success

Prodapt's telecom client is still early in its operation of the MAP and PIM systems, but benefits of using the applications are visible.

While the MAP/PIM solution described here focuses on the needs of the telecommunications company, Prodapt can also deploy this solution — and extend these benefits — for clients in other industries, such as independent service providers (ISP), government, and manufacturing.

Key Business Drivers

Attraction and Retention of Subscribers

Potential ROI

Provide pervasive, secure access to real-time content to improve retention and attract new subscribers with comprehensive service offerings

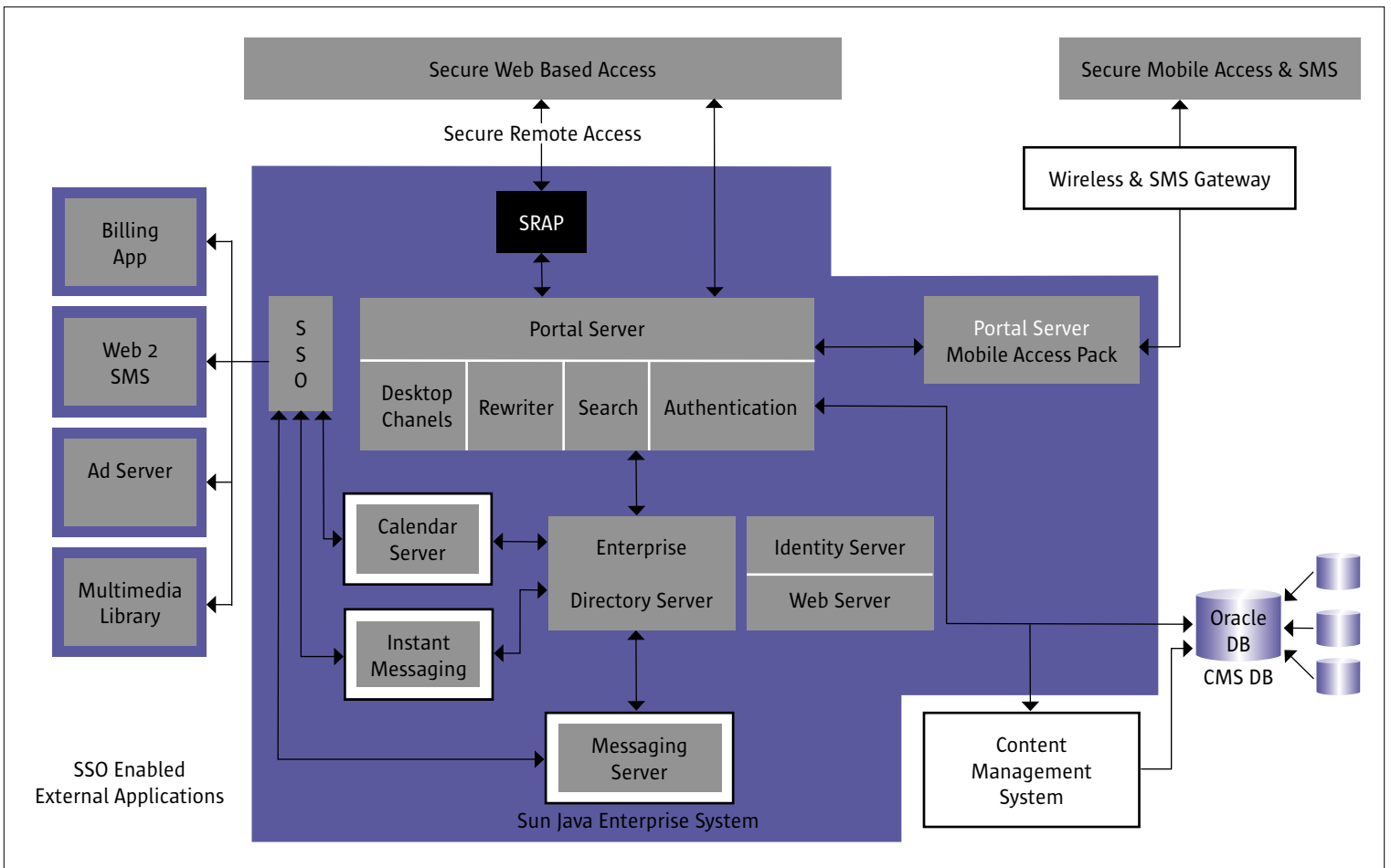
Increased Revenues

Extend premium services to subscriber base; cross-sell or up-sell services to existing subscribers

Improved Efficiencies

Improve subscriber productivity by increasing access for mobile users

Reduce overhead through better managed services



Prodapt's MAP/PIM Solution leverages Java Enterprise System functionality.

Prodapt

Prodapt provides application development, deployment, and integration services to help businesses meet their goals by leveraging Web services and technologies. A division of the Jhaver Group, Prodapt builds long-term relationships with its clients by understanding their short- and long-term business needs. Their proven methodology, eSolve, has helped companies of all sizes, across industries and geographies. A sample list of Prodapt clients includes ACS, Applied Materials, E*TRADE, KLA-Tencor, Pioneer, Espresso, Insight Solutions, Kamco, McCamish Systems, Newmonics, Sun Microsystems, and TRW. Prodapt serves these global companies through its offshore development center in Chennai, India, as well as offices in the United States.

Serious Software Made Simple

Sun provides a complete portfolio of affordable, interoperable, and open software systems designed to help you maximize the utilization and efficiency of your IT infrastructure. Built from the secure, highly available foundations of UNIX® and Java, these systems deliver implementations that are preintegrated and backward compatible. Sun's portfolio consists of Solaris™ and Linux software for SPARC and x86 platforms, the N1™ Grid platform for dynamic and utility computing, and the Sun Java System—five integrated software systems for the data center, the desktop, the

developer, mobile devices, and smartcard identity implementations.

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Sun Microsystems, Inc.

Since its inception in 1982, customers have continually turned to Sun to help them grow their business, lower their costs, and gain competitive advantage. Sun is a leading provider of industrial-strength hardware, software, services, and technologies that make the Net work.

Sun Java System Components

- Java System Portal Server
- Java System Identity Server
- Java System Directory Server
- Java System Messaging Server
- Java System Calendar Server

Get the details.

For more information on Prodapt, visit prodapt.com or call 1-510-608-4750. And for additional information about Sun software, please visit sun.com/software.

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