

CASE
STUDY

Mobile
Telecommunications
Services Provider

Seamless messaging system
migration accommodates
new users and room for growth.

CONNEX

CASE STUDY SUMMARY

Industry	Telecommunications
Company & Location	MobiFon Bucharest, Romania
Business Need	Migrate user base to a more reliable, secure and scalable messaging system with no downtime or disruption in service
Solution	Sendmail Mailcenter on Linux-based HP servers <ul style="list-style-type: none">• Sendmail Multi Switch Console and four industry standard HP servers for mail routing• Sendmail Mobile Message Server and three industry standard HP servers for Webmail/WAP mail client access• Four Sendmail Advanced Message Servers (SAMS) with HP VA 7100 Storage Area Network and MC/Services Guard for clustering• Four industry standard HP proxy servers• Directory service and billing integration• Linux Operating System
Results	<ul style="list-style-type: none">• Seamless migration of 150,000 user mailboxes in less than 24 hours• Scalable and flexible infrastructure to support growth and user customization• Modular billing system interface to facilitate portability and platform independence• Enhanced email functionality



OVERVIEW

Connex is the leader of the mobile telecommunications market and one of the strongest and most appreciated companies in Romania. Connex is the registered trademark of MobiFon S.A.—the company that launched the first GSM network in Romania on April 15, 1997.

Connex has continuously extended its range of services and now, in its sixth year of operations, is able to offer its customers integrated communications solutions, from mobile voice and data to fixed data and even international calling.

The innovative spirit and the state-of-the-art technologies that Connex brought into the Romanian telecommunications market made them a leader in the field whether the number of customers or the market share is considered.

Connex reached the milestone of 2.5 million GSM customers in November, 2002, and continues to be the country's most important Internet service provider with more than 210,000 dial-up users.

All Connex customers benefit directly from the mission undertaken by the 1,600 employees: to make it easy for people in Romania to stay in touch and to be connected to the world.

Connex network covers 95% of the Romanian population and offers roaming in 97 countries/areas through 224 operators.

The main shareholders of Connex are two world leaders in the market of mobile communications services: Telesystem International Wireless (TIW) and Vodafone.



**CHALLENGE****Mass migration of a new email system without losing customers, data or revenue**

Managing a smooth migration is often more difficult than building a new system from the ground up. MobiFon needed to move more than 150,000 users to a new email system without losing their mail or having any interruptions to their service. In the 24 x 7 world of the Internet, there was simply no time for downtime.

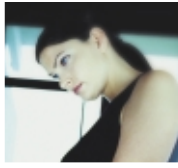
In addition, MobiFon faced other technical and logistical challenges. It needed to link the new system with its firewall to block Internet-based viruses and hackers. Furthermore, MobiFon's system administrators and support staff had to learn the new network monitoring and management features. Finally, the company had to connect its billing system to the new email infrastructure so it did not lose any money during the transition.

The combination of using industry standard servers from HP and the HP Services Management Team for the entire project made the migration smoother by providing robust tools for easier management and better support, especially when technical staff had to accommodate with new functionalities. MobiFon's choice of HP ensured a cost-effective way to achieve high availability and high performance in a mission-critical environment.

OBJECTIVE**Manage an expanding range of services in a growing market**

MobiFon had several key goals as it transitioned to a new email platform:

- **Standards-Based** – support full-functioned web-based and wireless email by complying with accepted standards such as SMTP, POP3, IMAP, HTTP and WAP.
- **High Availability** – deliver superior service, even during system maintenance, upgrades and large capacity expansions, by running on high availability HP industry standard clusters.
- **Secure** – offer a complete set of security functions, such as anti-virus, anti-spam and encryption in order to provide value-added service with minimal service interruptions and maximum user confidence.
- **Easy Management** – provide system administrators a complete set of tools to enable the logging of data, the performance of back-up recovery, the administration of different billing plans and the ability to report on performance and usage.
- **Control Over Customer Accounts** – deliver custom service levels by managing user accounts, mailbox quotas, different user profiles and different rule/filtering capabilities.
- **Cost Effectiveness** – reduce administrative overhead and prepare for business growth at predictable costs.
- **Reliable Platform** – HP servers and tools are designed to offer the highest levels of availability. They come with intelligent manageability tools, so managing and scaling is easy and cost-effective.



SOLUTION

Extended functionality with maximum stability through HP and Sendmail

HP and Sendmail combined forces to perform the email system upgrade. By using a single supplier, MobiFon simplified the upgrade process and had a single point of contact to address commercial, technical and project management issues.

HP Services together with Sendmail delivered Mailcenter™: a complete, proven, end-to-end email solution based on industry standard servers, Sendmail application software and comprehensive installation and support services.

Sendmail Mailcenter™ provides a solution that delivers complete Internet and wireless email functionality.

- **User Control** – MobiFon users can manage their passwords, check mail storage quotas, set up personal filtering rules to protect against spam, automatically forward or reply to messages and gain access to their mailboxes from web browsers and wireless devices.
- **Ease of Administration** – the new solution seamlessly integrates into the existing email provisioning system without requiring manual configuration. Real-time monitoring tools allow system administrators to continually track system performance.
- **High Availability** – full redundancy for all system components, including HP industry standard servers and network and storage devices, avoids any single point of failure. Fault tolerant storage systems and back-up/restore solutions assure that email reaches its destination.
- **Scalable Infrastructure** – Sendmail's open architecture allows seamless integration of LDAP directory services, a flexible administration interface, tools to perform migration from any other platform and the ability to easily add users.
- **Security** – comprehensive security features such as anti-virus, anti-spam and encryption protect the email network and message traffic from Internet-based threats.
- **Easy Integration** – the standards-based platform means many systems integrators have experience with Sendmail, Linux and HP ProLiant servers. This allows fast and successful implementation with reduced risk.

MobiFon delivers state-of-the-art,
integrated communications solutions
to its customers throughout Romania.



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RESULTS

Fast, responsive and ready to grow

Beyond the main objectives of accomplishing a smooth migration for the users and maintaining full integration with the billing system, MobiFon gained an ideal foundation for business growth. The Sendmail email infrastructure on HP servers will allow it to expand its user base while maintaining stable costs. End-users receive enhanced email functionality and a more varied mobile phone plan, thereby increasing billable time. The ability to launch new value-added services will help MobiFon attract new subscribers, as well as increase the loyalty of its existing clients and encourage additional usage.

- **Rapid Time-to-Market** – joint HP and Sendmail service teams successfully delivered the solution from purchase to cut-over in less than eight weeks.
- **Quick Migration** – Sendmail and HP's experience in designing and running migration scenarios led to a seamless move of more than 150,000 mailboxes to the new solution in less than 24 hours.
- **Modular Interface Solution** – the billing system interface was split into two modules to isolate provisioning and the mail system from each other and to allow portability and platform independence.
- **Personalized Filtering** – HP services implemented a custom filtering solution for the service provider, based on Sendmail's content management API that provides rule definitions stored centrally in an LDAP directory server.
- **Highly Scalable** – MobiFon now has plenty of capacity to add new users and the flexibility to provision new value-added services.

The fast and precise email infrastructure upgrade reinforced MobiFon's decision to hire the proven HP/Sendmail team. MobiFon is now ready to provide a new group of customers with the next generation of service.



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