



Case Study
ENABLING INNOVATION
AND EXPANSION
MobiCom



hvr-software.com



info@hvr-software.com



Background

MobiCom Corporation (Mongolian: Мобиком Корпораци) is the largest mobile phone operator in Mongolia. Established in 1996, MobiCom pioneered mobile technology in Mongolia where it today has 33 percent of the mobile service market. MobiCom has been pivotal in transforming Mongolia's economy by providing essential telecommunication services including long distance and local telephone services, facsimile services, TV and public card payphones, internet services, and prepaid card services.

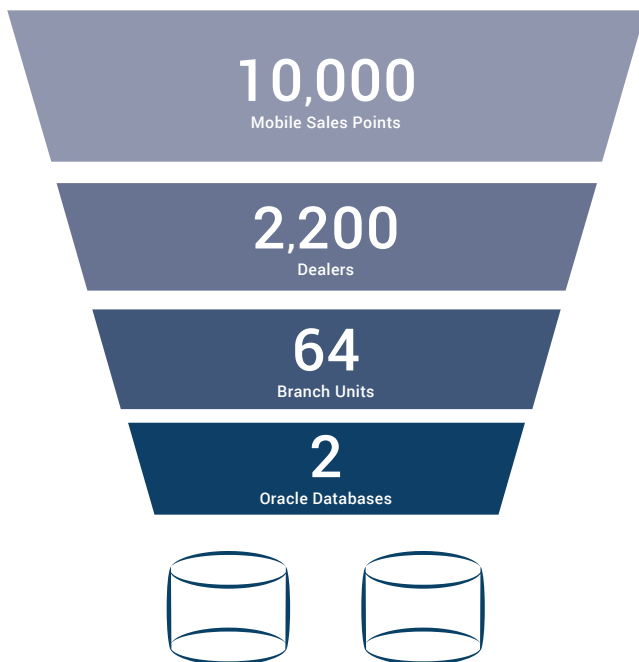
As Mongolia became more digitally connected MobiCom's own enterprise data systems faced significant challenges including heavily loaded databases that were doing double duty processing both online transactions and business intelligence queries.



33%
of the Mongolian
mobile services market



DATA
heavily loaded
databases



Challenge

As MobiCom's network coverage spread to 95 percent across the country, the widest range of coverage in Mongolia, and grew to deliver services through 64 branch units, 2,200 dealers and over 10,000 mobile sales points, handling the data load on its back end systems became a challenge. Sitting at the core of data processing were two large Oracle databases, installed to process call record and billing transactions, while also providing the back end of MobiCom's corresponding business intelligence solutions.

With mobile subscriber data management set to become a \$2 billion market by 2019, the data load would only increase. Replacing the database hardware would be necessary but costly to do on a regular basis and was not a scalable long-term solution.

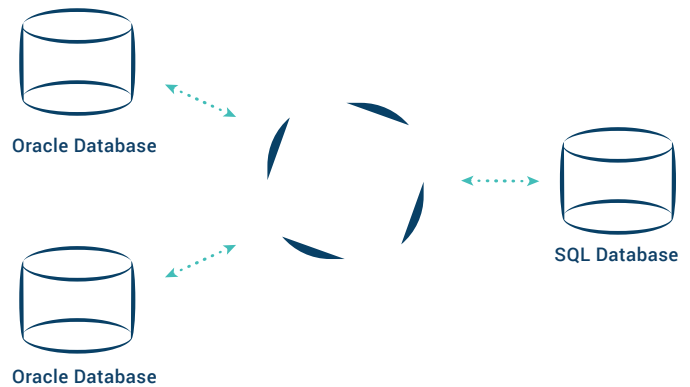
The IT team was given the mission critical task of re-engineering the online transaction and business intelligence architecture so that both could scale to meet the coming demand with room for MobiCom to continue to innovate with new and improved services. The transition from the old to new architecture also had to be seamless without affecting customer or business activities while also being cost effective with little to no new training or third party consultation.

Solution

After a thorough search MobiCom identified HVR Software as an expert in dealing with these types of complex database integration challenges. HVR was able to provide an easy to install and use replication technology that could off-load reports to a heterogeneous database with minimal set-up. And because MobiCom identified their new business intelligence system to be based on Microsoft's SQL Server Reporting Services (SSRS), MobiCom was delighted that HVR was heterogeneous and could replicate in real-time to SSRS all of the changes occurring in the Oracle database.

HVR made the data off-load much easier because it could automatically create new SQL Server tables based on their Oracle definitions, efficiently load the large Oracle tables into SQL Server, and keep up with their real-time change activity while having room to grow. HVR's ability to perform log-based capture on Oracle was another bonus because it had minimal impact on the already heavily loaded Oracle systems.

HVR was able to quickly complete the installation process without any additional training or consultancy services required. This reduced MobiCom's overall project cost and meant that once installation was complete, the benefits were seen immediately.



Result

SCALABLE INFRASTRUCTURE

UNINTERRUPTED SERVICE AND LOWER COSTS

MobiCom was able to keep their focus on their customers by off-loading reports to a new and scalable infrastructure without disrupting user activity or incurring heavy infrastructure costs, which are gladly reflected in low costs for their customers.

INNOVATION AND GROWTH

PUSHING THE BOUNDARIES OF MOBILE TECHNOLOGY

As data volumes continue to grow at incredible rates and as the real-time movement of that data are reflected in better customer insight and services, MobiCom is well positioned to continue innovating and reaching new customers as they push the boundaries of mobile technology and customer service.