

KPN Mobile chooses weblicon Personal Information Manager to introduce GroupSMS service

CUSTOMER

KPN Mobile N.V. is a leading European mobile telecommunications provider of mobile voice and data services. KPN Mobile is currently active in Germany (E-Plus Mobilfunk GmbH & Co. KG), Belgium (KPN Orange), The Netherlands (KPN Mobile Nederland) and, through minority participations, also in Hungary (Pannon), Ukraine (UMC), and Indonesia (Telkomsel). KPN Mobile is thus an international operator with over 13 million customers in its key countries as per end of April 2001. The KPN Mobile group is headquartered in The Hague and employs approximately 7000 people. KPN Mobile holds UMTS-licenses in Germany, Belgium and the Netherlands.

CHALLENGE

Due to the success of short messaging services (SMS) KPN Mobile wanted to develop a GroupSMS service that enables its customers to easily send a SMS message to a group of friends or colleagues. Sending of messages to groups needed to be supported both on KPN Mobile's Internet site and from any ordinary mobile phone.

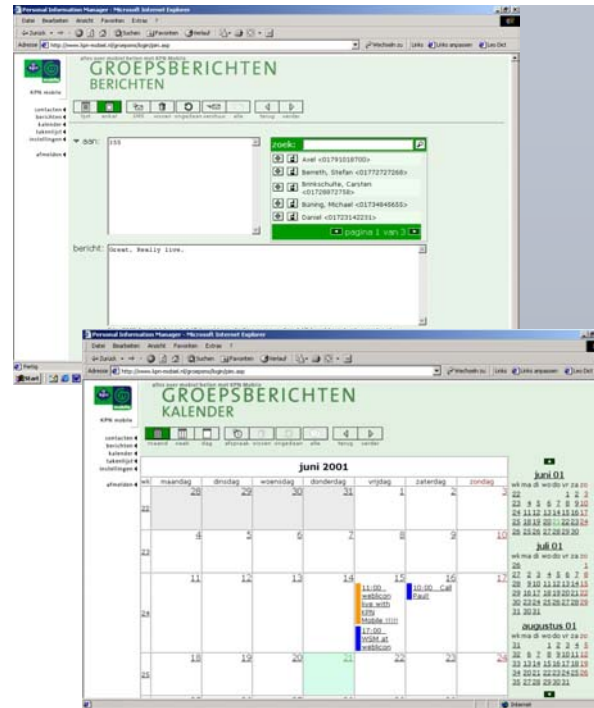
KPN Mobile decided to look for a Personal Information Manager (PIM) that would integrate with the GroupSMS service in the mobile network and with the customer care and billing system, since GroupSMS messages need to be charged with a special GroupSMS tariff.

VENDOR SELECTION

KPN Mobile had high demands for the user interface of the web part of the service and wanted to integrate the web service with its legacy systems based on industry-standard interfaces, but couldn't waste much time.

KPN Mobile compared the weblicon solution with the solution of other PIM vendors, mainly based in the USA. KPN chose the weblicon solution for its superior user interface and weblicon's enthusiasm and commitment to quickly realize the integration with both the mobile network component of the service and KPN's legacy systems.

"The weblicon organizer offers easy customization and an excellent user interface," says Sander den Herder, product manager for KPN Mobile. "The team could manage the adoption to our ambitious requirements as well as integration in time; that is why we have chosen weblicon out of six, mainly US competitors."



INDUSTRY

Telecommunications

CUSTOMER PROFILE

KPN Mobile is the largest fixed and mobile telecommunications provider in the Netherlands. On the mobile network KPN Mobile has more than 5 million customers.

SITUATION

KPN Mobile was developing a GroupSMS for both its internet site and its mobile network. Requirements were to create groups of friends and colleagues on the internet and send SMS messages from the Internet and ordinary mobile phones.

SOLUTION

KPN Mobile deployed weblicon's HTML Personal Information Management (PIM) Suite on its web site. Weblicon developed a XML API Server that is integrated with KPN's customer care and billing system and with the GroupSMS node in the mobile network.

WEBLICON SOFTWARE USED

HTML Address Book, HTML Messages, HTML Calendar, HTML ToDos, XML API Server

GROUP-SMS AND GROUP-VOICEMAIL

With the GroupSMS service KPN Mobile offers its customers a sophisticated communication service. The 5 Million customers of the Dutch mobile telecommunications provider can use a complete Personal Information Manager (PIM) at the web site, for managing their contacts, appointments and tasks. In the address book it is possible to easily browse through a list of all your contacts and add these contacts to groups that are defined by yourself. With one simple click on a button, a three digit unique number is assigned to the group.

On any ordinary mobile phone you can write short messages and add the three digit number as recipient number. The GroupSMS service now delivers the message to all members of the group, to mobile numbers in the KPN network and to subscribers of other providers, even in foreign countries. For leaving a more personal message, it is possible to call the three digit number directly and leave a voicemail message for all group members.

Of course it is possible to send SMS messages to your groups from KPN Mobile's web site. In the online PIM you are allowed to create several groups, each with their own three digit number, so you can create groups for your friends, soccer team, colleagues and projects you are participating in. Changes to groups are always directly reflected in the mobile network, so you only have to take your phone with you, to stay in touch with your group contacts.

ARCHITECTURE

Weblicon has deployed all HTML clients of its PIM Suite at KPN Mobile. Appointments, tasks and preferences are stored in an Oracle Database. All address book information, including the groups, are stored in a Netscape LDAP Directory Server. This enables easy integration with other KPN services, like location based services (LBS).

Weblicon has developed a XML API Server to integrate with KPN Mobile's Customer Care & Billing System and with the GroupSMS node in the mobile network. The user management process of the PIM uses the XML API Server to communicate with the Customer Care System to retrieve the necessary user rights, since user profiles are stored in the Customer Care System.

Creation, deletion and changing of groups is always done by the user in the PIM. These groups are stored in the LDAP Directory Server but need to be copied to the GroupSMS node as well, since this information is necessary for using the GroupSMS and GroupVoicemail service in the mobile network. This process is covered as well by the XML API Server, which sends all group changes via a XML over HTTP interface to the Group SMS node.

Sending of Group SMS messages from the internet is done via a XML interface with the GroupSMS node, to enable a correct billing of each message.

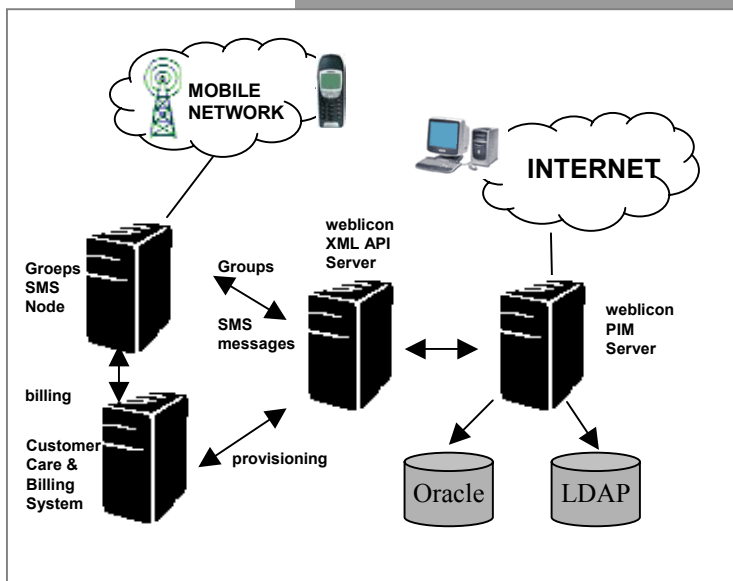
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Sander den Herder

Product Manager, KPN Mobile



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