

Mobile Payment "Powered by Siemens mobile and Fujitsu Siemens Computers":

## The hook-up with success— Telekom Srbija secures market leadership with proven partners



»Our experiences to date with Siemens mobile and Fujitsu Siemens Computers are excellent.«

as Zlatko Trhulj, Chief Information Officer from Mobile Division of Telekom Srbija, explained the recent decision in favour of the partners

### → The Customer

Telekom Srbija a.d.,  
Belgrade/Serbia and  
Montenegro

### → The Project

Extension of the  
offer of value added  
services that can be  
charged online

### → The Solution

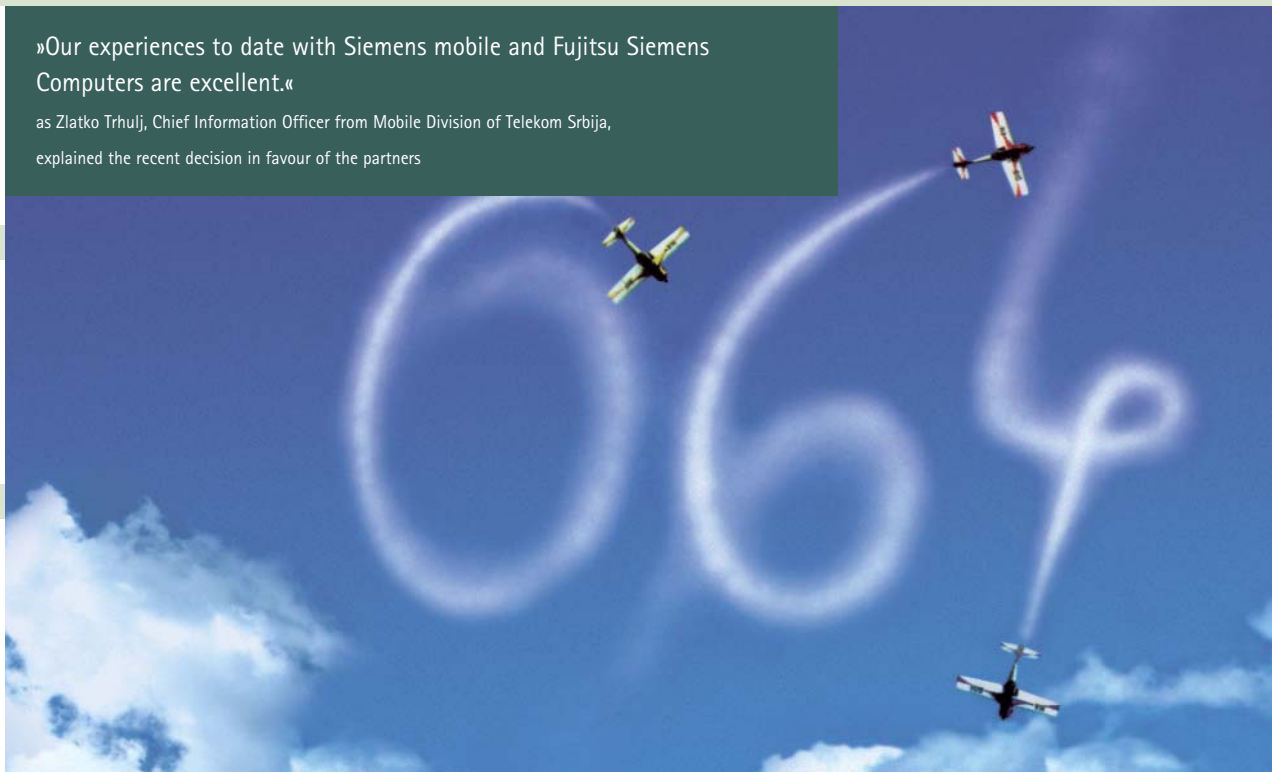
Innovative Mobile  
Payment-Complete  
Solution with  
Payment @dantage  
from Siemens mobile  
and PRIMEPOWER  
servers and FibreCAT  
RAID storage  
systems from Fujitsu  
Siemens Computers

**Telekom Srbija is the market leader in the cellular market in Serbia and Montenegro and wants to stay that way in the future. That is why the company wants to stay on top of innovation. The customers are delighted, because this allows them to get attractive value added services that go way beyond telephoning. In doing so, Telekom Srbija is relying as they have in the past on the successful hook-up with Siemens mobile and Fujitsu Siemens Computers. The result of the latest cooperation is a Mobile Payment-Complete Solution with the Payment @dantage application, robust PRIMEPOWER servers and the highly scalable FibreCAT RAID storage systems.**

### Some facts about Telekom Srbija

13,000 employees, 2.9 million fixed network customers, and about 2.3 million cellular telephone customers: Those are basic numbers that reflect the success of Telekom Srbija, which was privatized in 1997. The leading national fixed network and cellular provider laid the basis for that success early on. For instance, Telekom Srbija today possesses a modern telecommu-  
nications infrastructure with a GSM-Standard national

cellular network and is in a position to provide their customers with an extensive offer in the areas of fixed network, cellular and satellite services. Through continuous optimization and extension of the portfolio, the company relied from the beginning on a modern, efficient IT-infrastructure and uses, as in this project, innovative technologies in order to be able to offer customers attractive services.





### Added value solution: Telekom Srbija increases the revenue per customer with new offers

For a long time telephoning and sending SMS messages were the only sources of cellular revenue. That has changed. With more efficient cell phones and networks, new services have gained in popularity. MMS or downloading telephone bell sounds and music are just the beginning. The breakthrough of these and other additional services was made possible by the intelligent payment solutions like Payment @dvantage from Siemens mobile. This solution pays off especially for services that involve only small fees. For instance fees for vendors are gathered and billed by the telephone company on the telephone bill. In addition another possibility would be the crediting of cell phones, where the purchase of the credit is deducted from the customer's account. The advantage over offline-billing for services is obvious: delayed billings, high overhead or delayed payments become things of the past. These disadvantages were among the reasons that Telekom Srbija refrained until now from offering their customers some attractive services. However, the new additional services represent an interesting revenue potential which Telekom Srbija wants to secure for the long term.

As in previous projects, Telekom Srbija found the ideal solution from Siemens mobile and Fujitsu Siemens Computers because together they offered a complete solution, with which Telekom Srbija could quickly expand its portfolio of additional services and reliably charge them. "Our experiences in the collaboration with the Siemens mobile division and Fujitsu Siemens Computers are excellent", as Zlatko Trhulj Chief Information Officer from Mobile Division of Telekom Srbija, explained the recent decision in favour of the partners. He added: "Next to the very good value we got for the money, service under one roof is important for us, because it simplifies things and guarantees high quality."

The core of the complete solution is the above mentioned payment solution, Payment @dvantage. The solution was implemented on two PRIMEPOWER midrange rack servers from Fujitsu Siemens Computers, which, with up to eight of the newest SPARC64™ V-processors as well as a high system throughput of 13.8 GB/s, offer high performance in a relatively small space. In addition, features like redundant mains connection ensure reliability which is hardly inferior to the Enterprise models of the PRIMEPOWER family. A further plus is the care-free extension, for which up to 20 PCI expansion slots are available. An integral part of the complete solution are two FibreCAT S80 RAID storage systems, which thanks to the extraordinary data transfer rates provide very fast access to stored data as well as the highest failure safety with redundant layout. In addition the MultiPath software installed on the servers guarantees interruption-free operation, by monitoring the active channels to FibreCAT and automatically switching to the remaining channels when any problem occurs.

#### → The solution overview

- Application: Payment @dvantage 1.2
- Server: 2 PRIMEPOWER 650
- Storage: 2 FibreCAT S80 RAID storage systems
- Database: Oracle

#### → Advantages for Telekom Srbija

- The offer can be expanded with value added services
- New services are reliably and efficiently charged
- Revenue per customer is increased
- Securing and extension of the market leadership

#### → Contact

Fujitsu Siemens Computers  
Alfred Krist  
Dietrichgasse 27-29  
A-1031 Vienna  
Phone: +43 (0) 1 71646 78418  
alfred.krist@fujitsu-siemens.com

Siemens ICM  
Gordana Gavrilovic  
Erdberger Lände 26  
A-1031 Vienna  
Phone: +43 (0) 51707 37378  
gordana.gavrilovic@siemens.com

Fujitsu Siemens Computers GmbH,  
Rathausplatz 3-7, D-61348 Bad Homburg,  
Phone +49 (0) 61 72 188-00  
www.fujitsu-siemens.com/casestudies

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