



Ambrosia Infotech

"Synergising Minds"

The Client

The client provides value-added wireless & communications services & products to Telco, Wireless, ISP, Web and Corporate customers. The client was founded in 1995 and during this time, it has won several prestigious awards such as the British Computer Society Medal. The client has strong history of technology innovation and the majority of product and services it supplies are based on its own technology.

The client wanted to create a unified messaging and communications platform that could be deployed as a standalone or in ASP model.

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The Client



The client required an IT solutions partner who could provide them end-to-end product development services. They wanted a team, which could define the technical roadmap of the product this required that the team be aware of the latest messaging technologies and could rapidly build teams to work on niche technologies. The wanted a vendor that could deliver a very versatile, scaleable and robust product. Ambrosia with its cost-effective delivery model, product development experience and a proven history of delivery innovative products was chosen. Ambrosia was the right choice for the client with its rich expertise in product engineering.

Some broad functions required for the system were:

- Unified messaging - real time conversion, routing and delivery of messages on desired device
- Multiparty conferencing feature
- Intelligent incoming call routing based on time, caller, profile setting etc.
- Receive faxes and voice mails via email or internet
- Interactive Voice Response (IVR) front-end system to listen to messages using text to speech engine, to manage send messages and to manage user account.
- Ability to send fax, SMS, Email from web interface.
- Send and receive all types of messages (SMS, Voicemail, Email, Fax etc.) from one central in-box.
- Call Forwarding
- Intelligent PBX and groups of accounts to form a company
- Customisation of Voice files
- Automated system which announces the caller before answering
- Download faxes using the telephone handset to another fax machine
- Voice component for Fax On Demand / Ring Tone & SMS On Demand Services
- Notifications via SMS or Pager Alerts
- Extremely re-brandable.XML Interface for managing multiple re-brands.
- Real time CDR feed, query via SQL and log reading
- Multimedia Message store with SQL interfaces
- Java based Provisioning engine

Challenges

The project involved designing and architecting the complete product.

The key challenges of the project were:

- Integration with Telco Switch for taking faxes and calls etc.
- Pop3 and SMTP features with virus scanning and spam filtering
- Real time conversion message format like Fax to Email, Fax to SMS, SMS to email etc.
- Conference facility
- Real time call handling and routing based on user rules example take voice mail, forward to different number, busy tone
- Ability to take millions of inbound and outbound messages
- Multi lingual text and voice features
- Text to speech conversions

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Challenges



Ambrosia –Solution

Ambrosia used its expertise in J2EE technologies, protocol development and knowledge of the telecom domain to implement the worlds first unified messaging and communications platform.

The main highlights of the product were:

- Ability to listen to your email over the phone AND reply over the phone.
- Have a messaging service answer your telephone calls in your name.
- Have your emails sent to your pager or SMS to your mobile phone or as fax to your fax machine.
- Alerts on various events.
- Store all messages in one central, always accessible store.
- Ability to have virtual telephone numbers in cities all over the world.
- Ability to have calls forwarded to any phone (Follow Me)
- Ability to have calls routed intelligently to voicemail, another number etc. based on the caller profile and rules (Find Me)
- Download faxes using the telephone handset to another fax machine.
- Compose and send faxes via the web and attach documents.
- Broadcast Fax, E-mail or SMS Text messages from the web
- IVR Interface for customers
- Customer Care Interface
- Admin Module
- Clustering to ensure high loads
- Standard Web service API's for easy integration with external systems
- Telco Grade product

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Solution



Ambrosia – Benefits

Some key benefits of the engagement for the client:

- Access to vast knowledge telecom domain
- Access to high-end technical team.
- Extensive protocol stack development experience
- Real time programming
- Ambrosia's could Rapidly Scale up the team size.
- Product Development expertise
- Ambrosia had the expertise to define the product technical roadmap
- Ambrosia could provide the client high end product consulting

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Benefits



Ambrosia – Approach

Key features of our approach were:

- Focus on designing a very innovative, robust and scalable system
- Spiral development approach ensured constant improvement of the end product.
- Detailed designing phase resulted in streamlined development.
- Constant brainstorming resulted in ideas and suggestions which improved the overall end product

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Approach

