



Case Study - 4DInteractive Hosted IVR Services for Network Operator

Social Networking and Text Chat



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Hosted IVR Services for Network Operator

Requirement

4D Interactive, formerly 4D Telecom, is the UK's fastest growing Network Operator, specializing in providing Direct to Consumer services alongside traditional telecommunications services to the corporate market.

Founded in 1993, 4D delivers Social Networking, User-Generated Content (UGC), Operator Services and Communications solutions for UK content owners, service providers and web publishers.

A privately-held company, 4D made its debut on the Sunday Times 'Fast Track 100' in 2005, and in 2007 appeared 16th on their 'Profit Track 100' list. 4D currently terminates over 220 million annual minutes of voice traffic in the UK.

4D approached X-on in 2002 to supplement its growth with a range of products and services that had market potential but which could not immediately be built with the limitations of in house resources.

Solution

X-on has provided the technology behind several IVR and SMS services on Joint Venture and commissioned basis since 2002. Services deployed include IVR information, virtual switch, downloadable mobile content (ringtones, wallpapers) and virtual voice and SMS chat services. X-on has IVR equipment co-located in 4D's Wandsworth data centre connected to 4D's Telsis switch and via Voice Over IP to X-on's main London data centre in Telehouse, Docklands.

As part of the joint venture, X-on's virtual chat platform processes over 40 million SMS annually and also runs integrated IVR services. X-on runs the virtual switch to handle the 4D helpdesk for these D2C products, which directs calls to 4D's Wandsworth helpdesk and elsewhere.

The success of the relationship has in 2008 prompted 4D to choose X-on's Suffolk data centre as the back-up site for hosting all voice termination services. X-on were able to indicate how 4D could make significant savings on the initial budget of £1million for this deployment, and the back-to-back hosting arrangement further cements the working relationship between the companies.

The 4D infrastructure in Framlingham, Suffolk includes termination of 56 x E1 circuits (1680 channels) and 100Mb National Ethernet Connectivity. Existing knowledge of the 4D Network and availability of X-on's qualified 24/7 support team were important factors in choosing the X-on site.

Future

X-on and 4D have embarked on a major joint marketing venture with one of the UK's largest operators of media space. This will give an opportunity to promote new consumer products at a low risk in a very challenging market and will further consolidate the working relationship.

It will also provide significant marketing opportunities to X-on's clients in the retail sector.



Testimonial

"We see X-on as a key strategic technology partner in developing our D2C and corporate offerings in a rapidly moving market. X-on's experience in integrating IVR, VOIP and mobile technologies has complemented our own and enabled us to accelerate the roll out of new products and services."

David Lee
Managing Director, 4D Interactive

Quick Facts

- Collocated IVR at 4D's data centre in Wandsworth.
- Collocated Termination of BT Circuits and X-on's data centre in Framlingham, Suffolk.
- Services and Technologies deployed:
 - Virtual switch and call centre including VOIP
 - Virtual chat SMS and voice
 - Mobile content download
 - Web management and consumer sites
 - International Call Termination
- Combined Traffic:
 - 220 million annual minutes
 - 50 million annual SMS

The screenshot shows a website for 'TextTalk' with the tagline 'sms chat and date meet singles in your area'. The page features a navigation menu on the right with links for Quick Start, TextTalk Info, Commands, FAQ, Unsubscribe, Support, and Terms. Below the navigation is a 'NO KEYWORD?' section with a 'Signup NOW by texting TEXTTALK to 1970 0140' button. The main content area includes a heading 'SMS Chat, Flirt and Date Singles in Your Area', a sub-heading 'A Safe and Fun Way to meet New Friends and Maybe More!', and a 'QUICK START' section with two bullet points: 'SMS the keyword shown in the promotion to 1970 0140 using your Mobile.' and 'Follow the simple instructions to register where you can specify the age group, sex and location of people you are interested in contacting.' Below this is a section titled 'It's That Easy!' with text about message costs and a 'Girls chat for FREE!' offer. At the bottom, there is a photo of a smiling couple lying on a red surface.