

TransMedia >>>

Customer

Transmedia Technologies [AP] Pvt. Ltd

Deployed Manam Product

MobeeSMS®

Industry

ISP Provider

Company Profile

Transmedia Technologies [AP] Pvt. Ltd is one of the leading ISP providers in India with more than 15 million subscribers. Transmedia is known for its some of the first bests like movie on demand, broadcast on demand, solution hosting & leased line services.

Manam Infotech is a leading provider of Mobile, Speech and Contact Center Solutions. Manam Infotech's services and solutions strategy is focused on operating in specialized sectors with the objective of providing technology based advisory, systems integration and implementation services.

Contact

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Situation

Transmedia Technologies [AP] Pvt. Ltd is one of the leading ISP providers in India with more than 15 million subscribers. Transmedia is known for its some of the first bests like Movie on Demand, Broadcast on Demand, Solution Hosting, Internet Services and Leased Line Services. Transmedia was looking for a solution to offer innovative SMS based services to its customers.

Solution

Manam Infotech provides innovative SMS solution built on MobeeSMS® – Manam's premium messaging platform. MobeeSMS® provide a multilingual SMS solution for Pull and Push messages. Manam has implemented MobeeSMS® to serve the Transmedia customers. By using solution Transmedia customers are getting the following innovative services:

- ♣ Knowing their due dates for renewal
- ♣ Renewal of services online
- ♣ Request for a movie on demand
- ♣ Request for a service
- ♣ Status of their subscription
- ♣ Available internet quote for their subscription
- ♣ **Pull & Push SMS:** Customer registrations in MobeeSMS® are done using a web based application. MobeeSMS® is a highly configurable XML based system. A user friendly front-end is provided for configuring the system, which empowers the user.
- ♣ **Alerts:** Registered customers can subscribe to alerts configured on the system. These alerts are configured by the user on the system. System validates the alerts generated by the back end systems and sends them to customers by SMS or E-mail depending on the customer choice.
- ♣ **Remote Administration:** MobeeSMS® provides tools for managing the system and monitoring the activity and message queues within the system.

Benefits

- ♣ **Telecom Operator Independent:** MobeeSMS® supports multiple gateways for sending messages including SMSC, GSM Modem and HTTP. Advantage is that whenever different operators are giving competitive rates Transmedia can make use of that.
- ♣ **Scalability:** MobeeSMS® is scalable to serve 15 million subscribers.
- ♣ **Reporting:** MobeeSMS® has in built MIS reporting module for all the services associated with the solution.
- ♣ **Significant Time Saving:** MobeeSMS® reduced the delivery time considerably.
- ♣ **Availability:** System is available 24*7 for Transmedia Customers.
- ♣ **Customers Satisfaction:** Transmedia customers are satisfied with the new mobile services and which in turns increased the 25% customer base of Transmedia.