

Truphone Case Study

“Metaswitch Rhino is the best option to support Truphone’s unique network requirements with a cost effective solution and aggressive timeframes.”

—Technical Director, Truphone

Business Objective

To deliver an outstanding international mobile experience to corporate users with excellent call quality and local rates.

The Challenges

- Deliver a suite of patented services unique to the industry that are not supported by standard off the shelf NEP products
- Identifying a solution that will be sufficiently open and flexible to host additional planned groundbreaking services
- Avoid being trapped by huge vendor customisation charges and long lead-times for new services

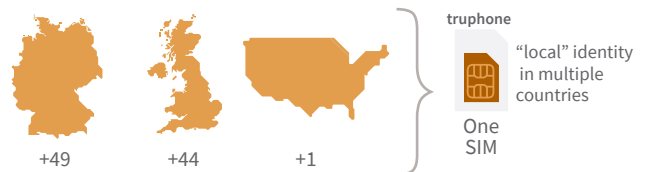
The Solution

‘A uniquely customised, openly adaptable service-layer’

Implements innovative signalling and service control functions on top of standard network equipment to satisfy unique service requirements.

Key Points

- Open platform enables new services to be created and existing services to be extended without dependency on the platform vendor
- Supports entire range of GSM, VoIP and data services as well as their own patented specific services delivered into 220 countries
- Dynamic anti-tromboning and least-cost routing minimises call transit costs, underpinning the business model for international corporate users



truphone One SIM service

Solution Benefits

- Gives control of own destiny – services, priorities, lead-times and costs
- Allows a completely non-standard approach whilst working within standards
- Able to protect their own unique IP as not compelled to share with vendors to receive support and/or comply with commercial constraints
- Insulates from huge change request costs as no vendor dependency

Net Results

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About Truphone

Founded in 2001 with a UK-based headquarter, truphone provides bundled minutes, data and texts in 66 countries. truphone is a disruptive player in the corporate mobile market and claims 2m+ downloads of its VoIP app.