



#### NEW WORLD MOBILITY

One of the fastest-growing mobile telephone networks in Hong Kong.

**Industry:** Telecommunications  
**Geography:** Hong Kong

#### Deployment Summary

- TIBCO's business integration software replaced the point-to-point interfaces at NWM.
- The EAI solution integrated key applications such as CRM, billing, order management, activation process management, and data warehousing.

#### Benefits

- Customer data synchronization between the billing and the CRM systems that used to take two days now occurs in real time, enabling customer service staff to respond to customer requests rapidly and efficiently.
- Implementation of TIBCO's business integration software helped NWM reduce service activation time by half.
- Data delivery to the data warehouse that used to take two days now happens in real time, enabling NWM to introduce personalized services on a timely basis and facilitate higher profitability.



"We have high regard for the real-time data analysis capabilities provided by TIBCO's software, which enable us to introduce personalized services on a timely basis according to customer spending behavior. This results in increased profitability and a reduction in potential customer loss."

**Cecilia Tseung, Vice President of Information Technology and Customer Services, New World Mobility**

## New World Mobility Improves Customer Service and Profitability with TIBCO

Established in August 1997, New World Mobility (NWM) is one of the fastest-growing mobile telephone networks in Hong Kong. With the increasing sophistication and rapid growth of its business, NWM has realized that the only way to consolidate its market leadership is to provide integrated services to stay close to customer needs. For that reason, understanding the rapidly changing market accurately, responding to customer needs swiftly, and introducing new integrated services easily and rapidly have become keys to success. It is also important to effectively control operational costs while satisfying customer needs. To support this business objective, NWM pays special attention to timeliness, flexibility, and expandability when choosing its strategic integration platforms.

As NWM restructures its business and introduces new integrated services, the company needs to adapt various systems so they can interface with each other. The exchange of data among different systems has created an increasingly complex, web-like structure that is not only hard to maintain but also time-consuming to deploy. In addition, this structure does not allow NWM to flexibly

adapt business processes to support new integrated services. The batch approach is also unable to satisfy customer demand for quick response and real-time marketing, which leads to increased customer complaints and lost sales opportunities. NWM needed an approach that is more efficient, less expensive, more reliable, and easier to deploy and maintain. After in-depth research and discussion, NWM chose an enterprise application integration (EAI) platform as a solution because it was future-proof; easy to use, deploy, and manage; highly flexible; and proven in the telecommunications industry. After careful evaluation, NWM chose TIBCO's business integration software, which has been widely adopted by the telecom industry.

#### Business Integration Enables Clearer, More Comprehensive Customer Information

To provide more complete and clear customer information, customer relationship management (CRM) systems must be integrated with other related business systems such as billing, order management, and activation process management. TIBCO's business integration software not only has rapidly resolved the problems of integrating the CRM

system with other systems, but it also has led to a threefold increase in search capabilities. Customer service staff can quickly find complete information on a single screen, resulting in higher productivity and rapid response to customer inquiries.

In addition, before adopting TIBCO's software, NWM accomplished the synchronization of customer data between the billing and CRM systems through batch processing. It took two days to transmit data from the tolling system to the CRM system. After adopting TIBCO's software, NWM synchronizes data from the two systems in real time. Whenever data in the billing system changes, data in the CRM system changes accordingly, which enables customer service staff to respond to customer requests rapidly and efficiently.

#### **TIBCO's Software Helped Improve the Efficiency of the Activation Process**

The implementation of TIBCO's business integration software helped NWM reduce the service activation time by half. After an order is generated, related services are driven to start the activation process, and data in the various systems is updated on a synchronized basis. Customers wait less and the company can accept more orders.

"We are deeply impressed by this kind of improvement in efficiency, which, we believe, is mainly the result of the event-driven features and highly efficient information transmission technology of the TIBCO product," says Cecilia Tseung, vice president of information technology and customer services at NWM.

#### **Real-time Data Analysis Helps Launch Profitable Services**

At NWM, the data warehouse collects data from numerous systems, such as the billing, customer service, and order-management systems, to serve as the basis for business analysis and the development of marketing programs. Before implementing TIBCO's software, NWM introduced data from the various systems into the data warehouse through batch processing. This often led to a delay of two days, which resulted in inaccurate analysis of market information and customer spending behavior and an inability to accurately understand market trends and customer behavior – which in turn led to the loss of many business opportunities and the inappropriate timing of marketing strategies. In the fiercely competitive telecommunications industry, a few days of data delay can lead to significant potential losses.

"We have high regard for the real-time data analysis capabilities provided by TIBCO's software, which enable us to introduce personalized services on a timely basis according to customer spending behavior," says Tseung. "This results in increased profitability and a reduction in potential customer loss."

#### **Fast Time to Market Helps Maintain Market Leadership**

TIBCO's business integration software helps NWM introduce new services in a very short time because TIBCO's process management software is easy to use. No coding is needed for such steps as application connection, process design,

conversion of existing processes, and cross-system integration of processes – effectively reducing development workload and improving accuracy. There is no need to change application interfaces when adding new business processes, making the integration of processes faster and more convenient. Because existing processes must be changed or integrated when new services are introduced, the easy-to-use nature and flexibility of the process design tool have helped speed the introduction of new business. NWM considers TIBCO's products to be highly efficient tools that have enabled the company to introduce a number of portability services in a very short time.

#### **Highly Flexible EAI Solution Prepares NWM for Future Challenges**

One important reason why NWM has maintained market leadership in innovative services is its forward-looking philosophy. The EAI platform is a long-term strategic investment. Aside from meeting present demand, this platform is highly flexible and scalable to support long-term business objectives. TIBCO's product is based on a highly distributed framework, with different components being connected through highly efficient, loosely coupled messaging software. NWM has successfully accomplished the first and second phases of integration with the TIBCO EAI solution and plans to build even better services on this platform in the future. TIBCO's software meets NWM's expectations in terms of long-term overall investment returns.



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