



VIRGIN MOBILE

One of Europe's first – and the world's most successful – mobile virtual network operators.

Industry: Telecommunications
Geography: Global

Deployment Summary

- Virgin Mobile successfully integrated a new billing system with a customer relationship management (CRM) application using TIBCO's business integration software.
- TIBCO's software enables Virgin Mobile to connect to partner systems without the need to develop complex integrations based on a variety of technologies.

Benefits

- Ease and speed of integrating with TIBCO's software allows Virgin Mobile to respond with agility to customer expectations in a competitive market space.
- TIBCO enables high reusability of previous work, which saves time and money when introducing new services.



“With TIBCO, we are never painted into a corner. Our TIBCO-based platform supports our business initiatives with great flexibility. Going forward, I see TIBCO becoming the cornerstone of everything we do at Virgin Mobile.”

Tim Franklin, Chief Technical Architect, Virgin Mobile

Virgin Mobile Calls on TIBCO to Enable Flexible Architecture

Mobile virtual network operators (MVNOs), an emerging category of wireless network provider, sell voice and data services by leasing capacity from vendors that own a wireless infrastructure. Founded in 1999, Virgin Mobile was one of the first MVNOs in Europe. Through attention to customer needs and honest, good-value deals, the company has attracted more than 3 million customers since its launch, making Virgin Mobile one of the fastest-growing mobile phone companies in history.

To improve responsiveness to customers during this period of rapid expansion, Virgin Mobile implemented a new billing system and had to connect it to a CRM application. After a thorough evaluation of major integration vendors, the company chose TIBCO Software Inc. because it offered the best solution for providing the scalability and flexibility required for the company's future. Virgin Mobile's primary reason for choosing TIBCO was that it was able to add new functionality quickly.

With the implementation of this first project, Virgin Mobile saw the benefits of using TIBCO. The company realized that the TIBCO solution brought

scalability, high availability, and visibility to processes. Virgin Mobile also found many other opportunities to use TIBCO's enterprise application integration (EAI) software to improve its IT infrastructure.

“Almost immediately, we realized we could put TIBCO's capabilities to many uses,” says Tim Franklin, chief technical architect at Virgin Mobile in the United Kingdom. “Ours was very much a legacy architecture – neither scalable nor highly available. We were able to effectively and rapidly replace systems that had been around for a long time. TIBCO's software will provide the opportunity to create a highly available, scalable, and reliable architecture from our existing systems.”

TIBCO's software helps Virgin Mobile add new partners and services

Virgin Mobile used TIBCO's integration software to produce an integrated platform that helps the company interact more efficiently with partners, suppliers, and customers. The implementation proceeded smoothly with the assistance of the TIBCO Professional Services Group.

"I have the utmost respect for the TIBCO Professional Services Group," Franklin says. "In our experience, their depth of knowledge about TIBCO products and how to best deploy them is second to none."

Using TIBCO, Virgin Mobile can connect to partner systems without having to develop costly, complex integrations based on a variety of technologies. Virgin Mobile now has the flexibility to quickly and cost-effectively pursue new partnerships to produce tangible business benefits.

"TIBCO will provide us with the ability not only to respond to customer expectations and business opportunities quickly, but also to do it in a cost-effective way," Franklin says.

Business agility differentiates Virgin Mobile from competitors

Meeting customer expectations is becoming progressively more critical for Virgin Mobile and other mobile phone vendors, because competition within the industry is increasing rapidly. As the market becomes more saturated, Franklin emphasizes the importance of being able to react responsively to customer needs to provide the enhanced level of customer service for which the Virgin Mobile brand is recognized.

"In an increasingly crowded playing field, you have to offer more to stand out from the competition," Franklin says. "I think that TIBCO has given us an opportunity to differentiate ourselves from other companies by providing a business agility that facilitates rapid change. I cannot overemphasize how critical it is to have

the capability to give customers what they want, when they want it, and in the manner that they want it – because if you don't, you can bet that your competitors will."

Fast deployments with TIBCO enable superior customer service

Virgin Mobile's customer base reached 3 million in a very short time, primarily through the use of marketing initiatives, and the company expects to grow at the same rate in the future. The responsibility for customer care during this time of intense growth falls primarily to Virgin Mobile's call center and its staff of approximately 1,500 employees.

"We want to do everything we can to help our call center provide superior customer service," Franklin says. "One of the ways we can ease the burden on our call center is by using TIBCO to move our services to other channels, such as the web or an interactive voice response system."

Prior to TIBCO, functionality for every new promotion had to be manually coded into each channel. TIBCO enables Virgin Mobile developers to write logic in one central area and make it available across all of the company's channels. If the company wants to modify a promotion, the change needs to be made only once and is easily reflected through every channel.

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TIBCO Software Inc. (NASDAQ: TIBX) is the leading independent business integration software company in the world and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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