

SFR Gets Robust MVNO Platform

Capgemini collaborates with SFR to build and maintain a robust platform for hosting Mobile Virtual Network Operators (MVNOs)

The Situation

With 17.3 million customers and 8,000 employees, SFR is the second largest mobile telecommunications operator in France. In 2006, SFR saw the opportunity to offer a world class platform to host Mobile Virtual Network Operators (MVNOs) looking to enter the French market.

MVNOs were not only seeking easy access to an operator network but also help in managing their telecom business—an area of SFR's key expertise. Therefore, SFR decided to develop a complete turnkey solution for MVNOs, positioning itself as a "Mobile Virtual Network Enabler." Furthermore, MVNOs requested rapid rollout of services, ability to cover pre- and post-paid offers, and ready processes covering the length and breadth of the telecom business—from order management to bill generation.

The platform had to be available 24/7 and meet or exceed the quality of customer experience offered by established operators in the French market.

The Solution

For its proven track record and intimacy with SFR, Capgemini was chosen to assist in building the turnkey solution.

The solution involved building a robust platform that gives MVNOs easy access to all vital telecom processes, including:

- management of telecom offers and promotions
- order management through point of sale and website

“SFR’s imperative was to ensure customer Mobisud could commercially launch its offer before the crucial Christmas period. Capgemini’s project team integrated seamlessly with ours to ensure that the MVNO platform was ready to host and enable our client to go to market in very aggressive timescales.”

Olivier Renard
Deputy COO
SFR MVNE



- provisioning of services on the network
- management of customer relationship through a web-based application, self-care and IVR (Interactive Voice Response)
- generation of invoice
- management of payments (via bank transfers or credit card)
- management of prepaid recharge cycles (via scratch cards and e-vouchers).

Capgemini implemented the complete system based on the LHS-BSCS iX rating and billing platform. Applications and Infrastructure Management services were later entirely outsourced to Capgemini.

The Result

The new platform, based on a first class rating and billing package, was delivered within a very aggressive timeline with all requested functionalities. The first MVNO to host on the new platform was Mobisud. Commercially launched in Q3 2006, Mobisud was able to go to market before Christmas, which was a crucial period for it to reach sales targets and gain exposure.

How SFR and Capgemini Worked Together

The Capgemini project team integrated seamlessly into the SFR program team and displayed true collaboration. This collaborative approach included working closely with the software vendor as well as banks and other external parties involved.

SFR embraced this style of working based on the “one team” ethos and even created a program tagline to drive forward collaboration and make the program a success. The success of the project started from day one through intensive workshop sessions and was consolidated by constant interaction between all stakeholders.

Capgemini assisted in transition activities including bringing on board new resources and ensuring effective knowledge transfer. The team also helped ensure that the program remained on track whilst the transition took place. Subsequent to the initial Build and Run phase, Capgemini was retained to enrich the platform with additional functionalities like enhanced fraud management and to create new offers and promotions.

Mobisud, an MVNO that targets the Maghreb community in France, was the first to be hosted by the platform.

Pre- and post-paid offers were configured according to Mobisud's unique requirements.

Capgemini is now working closely with SFR to help grow the MVNO hosting business by supporting additional MVNOs on the same platform. For example, work has begun to host an MVNO that offers bundled services covering fixed line, mobile, ADSL and SaaS (Software as a Service) packages. These services are billed on a single invoice and therefore demonstrate taking a convergent approach on client service offerings.



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The Collaborative Business Experience is designed to help our clients achieve better, faster, more sustainable results through seamless access to our network of world-leading technology partners and collaboration-focused methods and tools.

Through commitment to mutual success and the achievement of tangible value, we help businesses implement growth strategies, leverage technology, and thrive through the power of collaboration.

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In collaboration with



With 17.3 million customers and 8,000 employees, SFR is the second largest mobile telecommunications operator in France and number one in terms of net

sales (new customers) since 2003. SFR benefits from a stable ownership with two major shareholders - Vivendi Universal (56%) and Vodafone (44%). SFR has a network of more than 7,000 dynamic and innovative distribution outlets in France.

For more information, please visit: <http://www.sfr.com>