



## Case Study: BBC JANALA

*A successful Tele-learning managed service by SSD-TECH*

### THE COMPANIES

#### SSD-TECH

SSD-TECH is a software development company operating in Bangladesh, Malaysia, Nepal, Bhutan and UK. Since inception in 2004, it has proved its excellence by providing software solutions to Enterprises, Banks & NBFIs and Telecom Operators. It started its Asia Pacific Regional Office in Malaysia in 2007 and has achieved the prestigious MSC status. In 2010, SSD-TECH registered its UK office to start providing Telecom Value Added Services through British Telecom. SSD-TECH is experienced in Business Process Integration, Data Warehouse and Business Intelligence Portal development, Financial Applications for Banks and NBFIs, Trade Marketing and Order Management Portals for FMCGs, Handheld-Based Sales Tracking System, Blackberry Based Workflow Solutions and Dashboard Management and many other customized developments to cater the need of its valued clients.

#### BBCWST

BBC has been using media to teach English skills throughout the world for over 60 years. It originally used radio and then later television. In Bangladesh, the BBC Janala project make use of the internet and fast-growing mobile technology, which offers a wide range of people inexpensive access to English learning materials no matter where they are. The project is managed by the BBC World Service Trust, the BBC's international charity, and content is produced by the BBC World Service Trust and BBC Learning English, a specialist department of the BBC World Service.



## THE PROJECT

### Background

On the backdrop, BBCWST has been searching ways to reach out millions of Bangladeshis through mobile technology to provide quality and affordable education. To cater the need, BBC floated an open tender to hear out innovative ideas and technical expertise of IT companies involved in mobile-based services. The key challenges of the project were to build a platform that can handle sheer data volume, maintain highest service level and provide fluid system efficiency. In a competitive bid, SSD-TECH stood out from the potential suppliers with its cross industry experience, technical expertise and management skills.

### Objectives& Scope

The main objectives of the project were to start providing IVR and SMS-based mobile services and a WAP download portal for mobile subscribers of Bangladesh. By dialling a short code users would be able to access hundreds of English language audio lessons and quizzes. Contents would cater to all levels of experience with 'Essential English' for beginners, 'Pronunciation' for intermediaries and 'Vocabulary in the News' for those more advanced.

Project scope would cover the following:

- ❖ SMS Services
  - ✓ On-demand content
  - ✓ Quizzes and competitions
  - ✓ TV voting
  - ✓ Feedback/ Comments
  - ✓ Studio audience
  - ✓ Subscriptions
- ❖ WAP Download Portal
  - ✓ The WAP infrastructure will provide WAP Push (WAP link) functionality to support cross platform delivery.
- ❖ IVR Services
  - ✓ Audio lessons
  - ✓ Quizzes and competitions
  - ✓ User Generated Content/ Audio blogging

## Technologies

The technologies used in the solution were

- Voice Service Delivery Platform (VSDP)
- SMS Gateway
- Customized SMS application, WAP CMS and IVR menu tree
- Reporting Panel
- Content Management System

Programming Languages and RDBMS to develop these platforms are

- C/C++
- MS SQL Server
- MySQL
- PHP
- .NET

VSDP and SMS Gateway are proprietary and well-established technology of SSD-TECH. Key deliverables of the project were:

- Development of Voice Service Delivery Platform (VSDP), SMS Gateway and WAP workflows and service logics
- Complete solution architecture and network diagram
- Customization & configuration of SMS application, WAP CMS and IVR menu tree with agreed service logics
- Customization & configuration of SMS and WAP reporting and customer care module
- Site Preparation and implementation of the service in operator premises
- Customized training module with User & Maintenance Manual
- Monthly performance report , as per Operations & Maintenance SLA

## Customer Relations

SSD-TECH maintains a high standard of quality processes to achieve a higher degree of customer satisfaction. Once the project started, the main contact point between SSD-TECH and BBCWST was the project manager from SSD-TECH and a managed team from BBCWST. During the entire project lifecycle the following steps were carried out:

- Delivery of the final version of the product
- Deployment of application to its production environment
- Notification to customer regarding readiness of product for use
- Conveyance of acceptance training as per project plan
- Delivery of 'Train the trainer' plan as per project plan

The development team worked through the project manager with the customer.

## **Time frame**

The initial timeline of the project was to start the service for subscribers of Grameenphone, Banglalink and Aktel from 1<sup>st</sup> October, 2009. SSD-TECH successfully met the timeline of the project. Later on the scope was increased and all six mobile operators were to be covered in phase 1. The final project launching date was rescheduled to 22<sup>nd</sup> October, 2009.

The development and Implementation duration was around 6 months initially which was extended to 7 months after addition of 3 operators.

## **Why "SSD-TECH?"**

- Comprehensive skill set
- Cost efficient project management approach
- Domain expertise and proven technical capability
- Comprehensive support services
- Rich Clientele
- Presence in All the Mobile Operators in Bangladesh

## **Outcomes**

Benefits for Client: The Project was to implement a tele-learning solution. The solution acquired 1 Million Unique subscribers in about the first six months. The Project also received International Recognitions like GSMA Award and Microsoft Education Award.

Benefits for Supplier: What were the main benefits for your company, for instance new technologies, entry to new markets, development of people skills?

For SSD-TECH it was an exposure to a customer group – Development Organizations and as a whole BBCWST was the first client in BBC Group. Afterwards this deal helped in maturing BBC News over Mobile Channel Deal.

Besides, this project also played as an important reference to get Mobiles for Health Project funded by USAID.

## AWARDS

The BBC Janala service has received the following awards:

- **GSMA Award** at the 16th Annual Global Mobile Awards. The project, which is part of the English in Action initiative, was selected from over 100 nominees, winning in the category of *Best Product, Initiative or Service for Underserved Segments*.
- **Microsoft Education Award** at the 2010 Tech Awards in Silicon Valley, California. The project, which is part of the English in Action initiative, beat over 1,000 other nominations to become one of the final five chosen for an award.