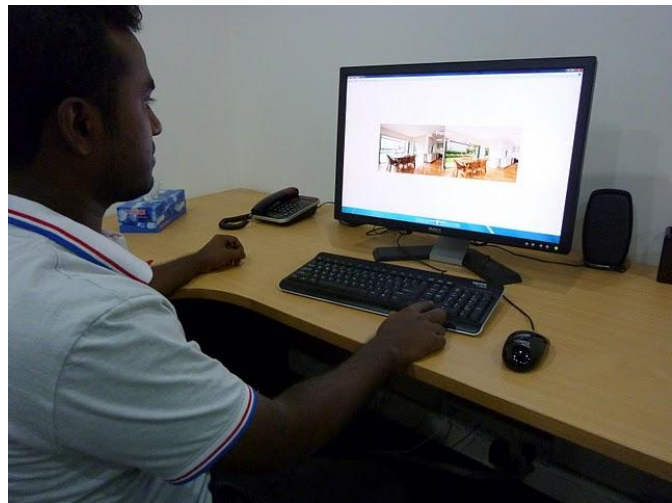


CASE STUDY: BBC WORLD SERVICE MOBILE NEWS APPLICATION

PROVIDING A MOBILE PHONE BASED NEWS SERVICE

SSD-TECH develops and implements the platform for the BBC World Service's mobile phone based news service in Bangladesh.



THE COMPANIES

SSD-TECH

SSD-TECH is a software development company operating in Bangladesh, Malaysia, Nepal, Bhutan and UK. Since being founded in 2004, it has provided quality software solutions to Enterprises, Banks & NBFIs and Telecom Operators. In 2010, SSD-Tech opened a 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 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. SSD-Tech had previous experience of working with the BBC on an English Language learning program project.

BBC WORLD SERVICE TRUST

The BBC World Service is the world's largest international broadcaster, operating in 27 languages it covers many parts of the world via analogue and digital shortwave, internet streaming and podcasting, satellite, FM and MW relays. It is politically independent, commercial free and non-profit making. In June 2009, the BBC reported that the World Service's average weekly audience reached 188 million people.

THE PROJECT

BACKGROUND

News is a core service for the BBC World Service and delivering news through Mobile Channel was an extension for BBC in the local market. The company recognised the need to maximise the audience coverage and, given the penetration of mobile phones, recognised the opportunity to use this medium to expand the coverage.

The BBC explored different providers for the project and SSD-TECH was asked to propose a solution, their views on the scope and how such a service might be implemented. SSD-TECH's earlier English learning project with BBC Janala played a role in gaining the BBC's confidence as a supplier. BBC and SSD-TECH agreed to start the BBC Bangla News Service, delivered through mobile phone, in October 2010.

OBJECTIVES & SCOPE

The objective of the project was to provide a local news service to the widest possible audience, exploiting the popularity of mobile phones and their coverage in the country. The service is an IVR based news service in which user can dial a specific short code to listen to hourly Bangla news updates provided by BBC. A further requirement was for Users to have the facility to provide feedback to particular news content through SMS and recorded voice.

The specific requirements were:

- A centralized content management system with content upload panel over web and through mobile
- Reporting Panels for BBC that includes HIT-IVR and SMS, Pulse, Total Charge, Unique User, Repeat User history and all key demographic statistics of the users;
- N Automatic Content Synchronization across all six operators in near real-time;
- Voice Service Delivery Platform (VSDP) in all six operators;
- IVR platform to receive audio & SMS feedback to particular news content from the users;
- SMS based quiz contest platform.

TECHNOLOGIES

A wide range of technologies were used in the implementation, these included:

- Voice Service Delivery Platform (VSDP);
- SMS Gateway;
- Customized SMS application and IVR menu tree;
- Content Management System & Customized Reporting.

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

Key deliverables of the project were:

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

CUSTOMER RELATIONS

SSD-TECH recognised the importance of high standards of quality and customer communication in customer satisfaction. Therefore, once the project started, the main contact point between SSD-TECH and BBC was between the SSD-TECH project manager and the team BBC project team. During the 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

TIME FRAME

The Project was divided into 2 phases - first phase was confined to one operator with a defined exclusivity period, after this was completed, the service was extended across all the operators. The national scale up across all the operators was delayed due to finalisation of contracts and commercial negotiations.

The design, development and rollout of the first phase was completed in 6 weeks with the national scale up being completed in 8 weeks.

WHY "SSD-TECH?"

SSD-TECH were chosen to undertake the project the partly based upon the BBC World Service's experience of SSD-TECH in the past and its ability to deliver high quality projects and partly on the specific skill set of the organisation, including:

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

Additionally SSD-TECH's client list and references added to the decision.

OUTCOMES

Benefits for Client:

Mobile is treated by the BBC as an important alternative distribution channel and extension of news medium. For BBC this project is a way to penetrate the Bangladesh News Market and to increase its reach across the country with the result that through this innovative service mix, BBC Bangla News service is now one of the most popular mobile-based news services in Bangladesh.

SSD-TECH the further association with the BBC was a major milestone for the company and provides a sales and revenue stream.