

**INDUSTRY**

In January 2008 Euroset was rated by Deloitte to have entered the Top-250 of the largest retailers worldwide. Euroset enters this as the first Russian retail company engaged in selling mobile and digital devices. Euroset is the largest mobile handset retailer in Russia with 5150 shops and one of the Russia's leading dealers for major mobile network operators. The main business activity of the Euroset Group is the retail sale of mobile handsets, digital cameras, CD, MP3 players and DECT-phones, mobile handset accessories and subscription to mobile network operators. Euroset also provides long-distance prepaid calls in more than 15 regions across Russia. Today the company takes up 52 per cent of the cellular communications market, and 36,1 per cent of the mobile phone market. Their market share keeps steadily expanding and turnover in 2007 reached turnover was \$5,61bn. Euroset is growing faster than any other Russian company. Euroset has outlets in more than 800 Russian cities, as well as in more than 50 cities in Kazakhstan, 150 cities in Ukraine, and also in Belarus, Armenia, Azerbaijan, Moldova, Kyrgyzstan and Uzbekistan. Through 2007, four new Euroset branches opened throughout the country every day.

CommuniGate Pro at Euroset – the Perfect Mobile and Desktop Solution**CHALLENGE**

As Euroset expanded its activities in VoIP offerings, they wanted to update their existing technology to meet their growing needs in terms of feature set, performance and scalability. It was crucial for them to build a platform to provide pre-paid services via VoIP technology. Addressing the fast extension of internet access in Russia, Euroset decided to create a new VoIP service on top of the existing prepaid service. Euroset was looking for a solution which could leverage as much as possible of the infrastructure in place and provide a fast go-to-market service development. Another key criteria was a smooth integration with the billing software and PSTN gateways. Euroset's timeline for the project including development of the customer frontend services was set to only three months.

SOLUTION

CommuniGate Systems, in collaboration with its authorized development and integration partner iTooLabs have built a VoIP prepaid service based on the CommuniGate Pro Unified Communications Platform which perfectly met all of the Euroset requirements including the integration with provisioning systems, billing systems and PSTN gateways. CommuniGate Pro became the default platform for making calls, and text messages. CommuniGate Pro also provides call history and provides an address-book to the end users.

The deployment at Euroset leverages the RADIUS protocol for integration with CommuniGate Pro and Cisco equipment. This allowed Euroset to keep the existing infrastructure unchanged, thus reducing the total cost of the project by leveraging previous investments in infrastructure.

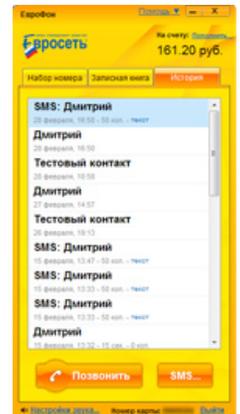
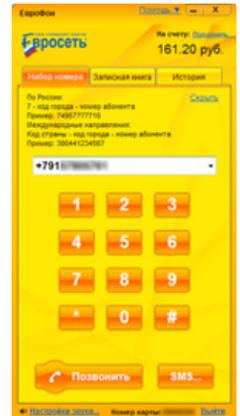
The newly developed VoIP Access Point acts exactly like a Cisco AP communicating with the billing software via the RADIUS protocol with Cisco-specific extensions. The communications core, which is now the CommuniGate Pro Unified Communications Platform, receives calls and redirects them to the VoIP net via the client and the authenticator. The CommuniGate Pro based VoIP AP authenticates users, provides them with balance information, routes VoIP calls to the Euroset PSTN gateways, and provides Session Border Controller media proxy when necessary. The application set also offers advanced features like sending SMS, keeping limited calls history and contact book, and re-funding user account with a prepaid card code.

“Meeting the 3 months deadline was mandatory for our project. When we started to look for partners to create this web 2.0 offering, we realized soon that only CommuniGate Pro delivers the reliability and density needed to follow our growth path.” Stated Ivan Zhislin, Chief of Intellectual Communications Services Department at Euroset.

To meet Euroset’s strong branding policies two new Value Added Service (VAS) applications for the end user were designed by ITooLabs: a web-client and a desktop client. The Euroset web-client delivers the perfect web 2.0 UI for users who travel a lot, or who don’t have permanent access to the Internet. Making calls via this web-client only requires a browser, and a set of headphones with a microphone. This softphone can be accessed by Euroset customers from any PC without the need to install any software.

The desktop client offers a native Windows application, for users who prefer to have software installed on their PC for immediate access. Both clients offer the user an identical interface and the same set of functions. The Softphone is also compatible with a vast number of USB VoIP Phones, and shipped with the Euroset branded USB Phones in Euroset retail chain shops.

The web client and the desktop client were built using the CommuniGate Pro web services API XIMSS. CommuniGate Systems created the XIMSS (XML Interface to Messaging, Scheduling, and Signaling) module which implements an open XML based protocol to access the platform and control applications from a client efficiently. This protocol supports advanced clients allowing them to access all server functions and applications in a secure and effective way. The CommuniGate Pro XIMSS module supports both clear text and secure (SSL/TLS) connections. In addition the XIMSS API (XML Interface for Messaging, Scheduling, and Signaling), allows the rapid development of lightweight clients and interfaces that can call upon web and XML capabilities or skill sets. XIMSS enables broadband and wireless operators to quickly design user interfaces, build portals, mashups and widgets to interface with broadband modems, CPE equipment, or link to external applications and services without the need to incur performance hits or use middleware and heavy protocols.



**SYSTEM
ARCHITECTURE**

One goal of the Euroset project was to leverage as much as possible the existing infrastructure because of budget constraints but mostly because of the given timeline to deployment. CommuniGate Pro easily integrates into any environment. Euroset relies upon HP Proliant DLservers for the UC platform CommuniGate Pro. Besides these servers the existing infrastructure was not changed. All VoIP traffic is distributed between three Cisco AS54xx series gateway's which translate signaling from SIP to H.323 and route it to about a dozen of PSTN gateways in different regions of Russia. In addition Euroset uses a billing cluster, SMS gateway and network management system.

BENEFITS

"The feedback we receive from our customers is overwhelming, they have now one single access point for their voice communications, no matter whether they work and are at their desk or whether they travel and use the softphone from any internet kiosk. This project is another proof point for the Euroset branding and shows the bar Euroset sets for communications in Russia. Competitive players will have a hard time to keep pace with Euroset's offering." says Ivan Zhislin, Chief of Intellectual Communications Services Department at Euroset Company



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