



CUSTOMER SUCCESS STORY

ASIA PACIFIC TELECOM

Competitive advantage through speed and innovation

SUMMARY

Asia Pacific Telecom (APT) is one of Taiwan's leading fixed and mobile operators, providing services to the Taiwanese market under the brand name A+. In order to compete in this highly saturated market, APT realized that it needed to drive revenue growth from both voice and data traffic through the rapid launch of content rich services while at the same time minimizing costs. The operator needed to invest in Business Support Systems (BSS) with a proven track record for providing convergent solutions and targeting both the top and bottom line. APT made a decision to adopt both CSG Digital Wholesale and Digital Mediation solutions.

MARKET OVERVIEW

The Taiwanese market is characterized by high penetration in both the wireless and wireline market, with 125 percent population penetration in wireless and 145 percent household penetration in PSTN and VoIP, according to TeleGeography. Mobile subscriber numbers increased 1.6 percent from June 2019 to June 2020, reaching 29.7 million. In this vibrant market, competition is fierce, especially in the mobile

sector where there are five major service providers. APT has a 6.8 percent market share with 2.03 million subscribers.

A STRATEGY OF HIGH QUALITY AND LOW COST

In 2001, APT (then Asia Pacific Broadband Wireless, or APBW) was formed with the mission of combining both voice and data into offerings that would drive increased usage in this active market place. The company embarked on a high-quality and low-cost strategy, attracting subscribers to its 3G/CDMA network with high quality of service, rich and innovative content, and extensive national coverage, all combined with low voice calling rates. To support this strategy, it was imperative that APT's BSS could deliver efficient settlement to assure revenue, was sufficiently scalable to support large volume spikes, and at the same time capable of delivering cost savings. The solutions also needed to be network-agnostic and future-proof to support APT's commitment to technological leadership, with plans for dual-mode handsets, global roaming leadership and EVDO Rev A and B, and then LTE network upgrades.

RISING TO THE CHALLENGE

Supporting both national and international coverage from launch, APT selected CSG Interconnect wholesale billing solution at the start. Interconnect handles all APT's wireless and wireless wholesale traffic, both national and international. Having selected Interconnect for its breadth of functionality, APT felt justified in the decision: "The full functionality and ease-of-use of Interconnect enable us to compete for both national subscribers and customers who travel the world," said APT's CIO. As a consequence, APT is able to offer free on-net calls and the cheapest off-net calls in Taiwan.

Beyond Interconnect's extensive functionality, APT is pleased with the service and support that CSG provides. "CSG's dedication to providing strong support has been great, and the responsiveness of the team gives me peace of mind!" said the CIO. Excellent support was one reason why APT added another CSG BSS offering to their operations: Intermediate, part of the Digital Mediation suite. Again, APT was looking for a BSS element that would support both revenue growth via innovation, and low cost.

The CIO referred to Intermediate's "good circle": CDRs are collected, processed and distributed automatically to APT's OLAP reporting system, where usage and customer behavioral analysis is performed quickly – enabling the rapid development and launch of innovative promotions and products. The new offers in turn encourage greater usage, and so the cycle continues. Intermediate's extensive capabilities support the data transformation, error handling and audit and reporting requirements that APT's previous mediation solution could not.

AS A CONSEQUENCE OF DEPLOYING CSG'S BSS, APT IS ABLE TO OFFER FREE ON-NET CALLS, AND THE LOWEST COST OFF-NET CALLS IN TAIWAN.



Greater traffic volumes, more subscribers and increased usage are other reasons why the CIO was pleased with the decision to partner with CSG as their strategic mediation supplier. Since the initial Intermediate deployment, APT has regularly upgraded the system.

Processing more than 25 million events per day, the CIO is satisfied that Intermediate will be able to comfortably and seamlessly handle future traffic growth. “Adopting the world’s leading mediation system gives us confidence,” said the CIO. “For such a business-critical system, it is comforting to know that CSG has several customers processing over a billion events per day. We have plenty of room for growth!”

ABOUT CSG

For more than 35 years, CSG has simplified the complexity of business, delivering innovative customer engagement solutions that help companies acquire, monetize, engage and retain customers. Operating across more than 120 countries worldwide, CSG manages billions of critical customer interactions annually, and its award-winning suite of software and services allow companies across dozens of industries to tackle their biggest business challenges and thrive in an ever-changing marketplace. CSG is the trusted partner for driving digital innovation for hundreds of leading global brands, including AT&T, Charter Communications, Comcast, DISH, Eastlink, Formula One, Maximus, MTN and Telstra. To learn more, visit our website at [csgi.com](https://www.csgi.com) and connect with us on [LinkedIn](#) and [Twitter](#).

CONCLUSION

The combination of rich functionality, automated efficiencies and robust performance in the most business-critical areas of its BSS has driven APT’s growth at faster rates than its competitors. By enabling rapid roll-out of high-value content services, customer behavior analysis and fraud management, as well as lowering the cost of interconnect billing and mediation, CSG’s BSS suite has provided the backbone for APT’s subscriber and revenue growth. Combined with its market-leading products, CSG’s professional services and support for APT have reinforced the technology, giving APT confidence in these vital areas of their business now and in the future.