TravelSIM Australia accelerates its business growth with PortaBilling
A PortaOne success story

A PortaBilling solution enabled Australian MVNO TravelSIM to speed up its time-to-market for new mobile services while reducing operating costs and creating new lines of business.

TravelSIM case
TravelSIM, a popular mobile brand for Australians traveling abroad, was experiencing sluggish new product implementation and escalating development costs for its in-house billing platform. Swapping its legacy platform for PortaBilling enabled TravelSIM to go to market faster and design new price plans and promotions on the fly, and so regain full control over its product creation and business operations. Thanks to PortaOne’s unique business model, with no fees per subscriber or feature, TravelSIM also kept its operating costs down, thereby increasing profitability.

Company profile
MVNO providing roaming SIM cards
Started operations in 2006
Over 400k active subscribers

Business goals
Accelerate time-to-market for new mobile services
Decrease operating and fixed costs
Improve customer lifetime value

TravelSIM’s Challenges
Since its founding, TravelSIM had been running its business operations on a platform developed in-house. Although it was adequate in the early stages of the company’s business, this platform soon led to bottlenecks due to the following challenges:

• Long development cycles, resulting in slow business response rates and delayed market launch of new products and services.
• Rising development costs and decreasing profitability caused by the need to constantly add new features to the legacy billing platform.
• Lack of tools and options to create bundles and product promotions.
PortaOne's Implementation Approach

Prior to system integration and customization, PortaOne performed a 3-week business analysis as part of the professional services contracted by TravelSIM in preparing for installation. The results identified the key features and integration points required for implementation and matched TravelSIM’s business requirements to PortaBilling’s functional capabilities.

Following the analysis, TravelSIM switched from its legacy platform to PortaBilling in just one month. After one more month for all the necessary tests, the first SIM cards based on the new solution were activated.

“"We were obviously frustrated that we couldn’t go to market quicker, couldn’t design new plans, or do promotions on the fly. It was taking 2 months to put out a simple promotion. With PortaBilling everything was really native and out-of-the box. And on top of that we had the feeling that we were back in control.”

“The business analysis by PortaOne discovered some possibilities for our company we hadn’t seen before. More importantly, it saved us a lot of time on alterations and helped us to organize the whole process efficiently.”

“Projects of this kind usually take twice as long. By analyzing the client’s business prior to integration, we safeguard ourselves against any unexpected factors that might seriously influence or alter the implementation process. This saves our client both time and money.”

The PortaBilling solution was implemented in just 2 months, allowing TravelSIM’s new product offers to go live with minimal interruption to services. After just 6 months several thousand customers were already being served via the new solution.
PortaBilling Solution Benefits

Reduced costs
Creation, testing and launching of new services or promotions with no additional fees per feature or subscriber. Shifting of in-house developers from modifying legacy billing system to creating new value-added services. A separate solution module to reduce risk of financial loss from offline charging in roaming destinations with high rates (e.g., on cruise ships).

Accelerated time to market
Ability to configure, launch and modify new offers on a daily basis, independently of PortaOne or the host MNO and without any service interruptions. Having achieved the desired speed to market, which is vital for any MVNO, TravelSIM now aims to expand into the small business segment.

Extra capabilities to create product or service offers
Creation of differentiated promotions and bundles that comprise VoIP and mobile broadband to encourage subscribers to use the same SIM card within Australia. This approach has the potential to increase customer lifetime value.

About PortaOne Inc.
PortaOne has been developing BSS, billing and call switching solutions for CSPs since 1997, and is the vendor of choice for more than 470 companies in 90 countries. Our solutions are based on a lifelong unlimited license with no additional fees, enabling our clients to be first in the market with new product offers while keeping TCO completely under control. Appreciating our clients’ time and investments, we offer the best value for money. Visit portaone.com to learn more about how we can help you succeed.

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