

Opsera Helps to Launch Truphone

Opsera partnered with Truphone to design, build and support a pioneering global VoIP service for mass-market mobile phone users. The service allows mobile phones with WiFi to make calls and send SMS messages using WiFi and the Internet.

Our business consultants helped develop the business and financial model, and negotiate and manage key commercial partnerships. Our analysts and architects designed a reliable and scalable, Open Source-based web infrastructure to support the launch, marketing and sales of this new mobile service. The launch was delivered successfully within 6 months. Opsera continued to provide a variety of development and support services for over two years to ensure an enhanced and reliable service for Truphone customers before providing a managed handover to the internal Truphone IT team.

The Challenge

Our challenge was to design and deliver an entirely new web infrastructure from scratch; one which would provide Truphone with an effective marketing, sales and customer service platform. The web infrastructure needed to integrate seamlessly with the handset and network components, be resilient, scalable and low cost; all this and be delivered in a matter of months.

Our Approach

We established a team of senior technical architects and developers with relevant web and mobile skills, led by a senior Opsera project manager. Our team worked in collaboration with Truphone personnel to define the functionality required, design an architecture that could be deployed within the budget and time constraints, and then develop the application. We used an agile development methodology to provide fast and iterative implementation.

Opsera consultants have worked effectively within a large, dispersed team across a wide range of technology areas, covering branding, UI design, handset software, mobile telephony infrastructure and billing systems.

Our senior business consultants have helped Truphone develop their revenue and financial plan and negotiate key supplier partnerships. We are also managed the delivery of a large-scale trial to Truphone's first major commercial partner. This required technical coordination between the customer's network team, Truphone's web, handset and network teams, as well as a variety of commercial and business negotiations.

Solution

We developed the architecture, software applications and systems for the Truphone web and network infrastructure using a variety of Open Source software. This infrastructure supports the marketing, sign-up and provisioning of new Truphone users and integrates tightly with the back-end provisioning, billing and support systems.



Our Client

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Truphone is a young, venture capital backed company, and is pioneering the provision of mobile phone services based on Voice over IP (VoIP).

Opsera have done an outstanding job in developing our entire web infrastructure in a very rapid timeframe. They have brought a vast amount of business and technical experience to Truphone enabling us to quickly launch and enhance one of the key technical platforms for our ground-breaking mobile phone service. They integrated with our team and other partners seamlessly and are a real pleasure to work with.

James Tagg, CEO

Opsera successfully delivered the launch web application and provided further releases over the next two years, synchronised with new releases of handset and network software. We designed and implemented the first phase network infrastructure and provided production support and maintenance for the live network until the before managing the handover to the internal Truphone IT team once they were fully established.

Technologies used: Apache web server, Tomcat servlet container, MySQL database, Spring framework, Hibernate, Acegi, Freemarker, Struts-shale + Clay, Apache Axis, JAXB CAS (single sign-on), Roller (blog server), Nagios (monitoring).

Results

Truphone were able to launch their service within 6 months of receiving their initial funding, and to provide regular functional updates over the next 18 months. The web infrastructure has proved to be very reliable and stable, attracting and supporting an increasing numbers of users. The flexible architecture has allowed for many enhancements and upgrades to be made to the service with only minor outages.

Opsera are a highly talented team who can be relied on to get the job done. Our web site is functional, stable and scalable as a result. The web architecture, application and infrastructure were all designed and developed by the Opsera team quickly and efficiently, enabling the rapid launch of Truphone. The Opsera manager, Oliver Bradley is an excellent organizer, equally capable of dealing with fine detail or the big picture to ensure that things happen when they should. He has the proven ability to translate our business requirements into an achievable development plan and then deliver it on time.
Roland Hanbury, Product Director

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