

PERFECT PARTNERS

Maxis, Malaysia, looks to outsourced 3G and hosting to offer advanced services

Highlights

Customer Objective

- Advanced services and content for end-users
- Ability to focus on core business

Ericsson Solution

- Managed Services Hosting
- Establish, Operate and Transfer with O&M Assistance and Fault Management

Customer Benefits

- New dynamic services including mobile music
- High-quality, cost-efficient, 3G network launched ahead of competitors
- Simplicity, allowing operator to focus on marketing activity

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Maxis saw the need to progress from its successful 2G offering and deliver a new generation of services to its Malaysian subscriber base. Working closely with Ericsson, the operator has managed to greatly advance its offering in a short space of time.

Maxis is Malaysia's largest mobile operator. This forward-thinking company has over 6 million subscribers and an impressive 41 percent market share. It has worked in partnership with Ericsson to offer new attractive services to its subscribers in the fastest time possible.

Since 2003, the relationship between Ericsson and Maxis has been highly intensive. The operator has not had the luxury of time over which to develop its services and required a fast-moving partner for progress. Thanks to numerous successful projects over the last year and a half, a very close relationship has developed between the two companies. Ericsson has helped Maxis to stay ahead of its competition with new technology and services.

When the time came for Maxis to develop a 3G service in order to maintain its market-leading position, the operator selected Ericsson to carry out the most

effective launch possible. Thanks to Ericsson's good reputation in 3G and its managed services experience around the world, Ericsson was Maxis' partner of choice from Day One.

Maxis selected the Establish, Operate and Transfer model for a trial with 300 base stations in the Klang Valley area. Following the success of the trial, Ericsson agreed to run the network for 18 months, in concert with a competence build-up for Maxis' personnel. The operator was aware that competitors were also looking to launch 3G services at the same time and was keen to launch with the highest quality of service as efficiently as possible. Maxis' 3G network was launched successfully on July 1 2005, benefiting from the input of Ericsson experts from around the world.

Arun Bansal, Key Account Manager, Ericsson, describes how Ericsson was well placed to assist its customer in this ambitious undertaking: "We have grown in a lot of different areas. Maxis has outsourced its 3G network in order to ensure the best quality network for commercial launch. Ericsson is unique in its diversity, drawing from competence globally to ensure that this is the best quality of network for Maxis."



Rolf Marthinusen,
CTO
Maxis

“Ericsson made commitments above and beyond what was required to ensure Maxis' success.”



Kuala Lumpur, Malaysia

Over the course of their relationship, Ericsson also established a hosted solution to provide a white label mobile music service to subscribers, marketed under Maxis 'myMaxis' portal. The entertainment portal has been hugely successful, as music and video services have proved very popular among Malaysians, producing a world record number of downloads. Maxis' ambition has always been to launch the largest possible range of services and to establish the highest quality of network for its end-users. The operator has also recently established a video gateway with Ericsson, enabling video calls and conferencing.

Rolf Marthinusen, CTO, Maxis, describes how satisfied the operator is with Ericsson's performance: "During the last couple of months I have seen Ericsson's key staff make commitments above and beyond what was required to ensure Maxis' success. As Maxis and Ericsson move beyond our first anniversary of working together, I feel confident that today's 3G roll-out success can also be continued on new projects."