

Global Product Management for Orange Messenger

Orange, as one of the first mobile operators in the world, launched a new kind of mobile messaging service in May 2005, called Orange Messenger. The service focuses on private communities and it offers the exchange of presence information and messages among selected contacts.

Orange leads the way of interoperability with other mobile operators and fixed instant messaging providers in order to make use of the network effect. Orange Messenger is expected to drive the mobile messaging usage in a period when SMS revenues start to decline.

Intercal provided global product management expertise including service definition, project management for developing the service and launch in the first country.

The Project

The scope of the project included the development of the product strategy, the marketing plan and the product requirements together with Orange local and global teams, management of the development of the service including the various handset clients and support for the product launch in the first country.

The service is offered on handsets with open and proprietary operating systems and supports also WAP and SMS. In France, the service interoperates with the service from the other mobile network operators as well as with an Internet Service Provider (ISP).

The Challenges

- Coordination of various internal and external stakeholders located in several different geographic areas including handset manufacturers and software development companies
- Define a pan-European product strategy and marketing plan
- Broad skill set required including product marketing, project management and messaging standards
- Influencing of newly established messaging standards in the mobile telecommunication industry to assure that Orange's requirements are met
- Contribute to the look and feel of the service that matches best with its target customers



Quelle: Orange

Orange

Orange is the mobile communication branch of France Telecom Group. Most of the product marketing activities of Orange are centralized in a global marketing organisation based in London.

Our Customer Says

«With its knowledge and experience in the mobile messaging area, Intercal was competent in choosing the right approach for this rather ambitious and complex project. The constantly high quality of the deliverables, the strong commitment and the dedicated project leadership ensured a successful market launch in the first country.»

Ian Germer
Director of Communication
Services, Orange Group
London

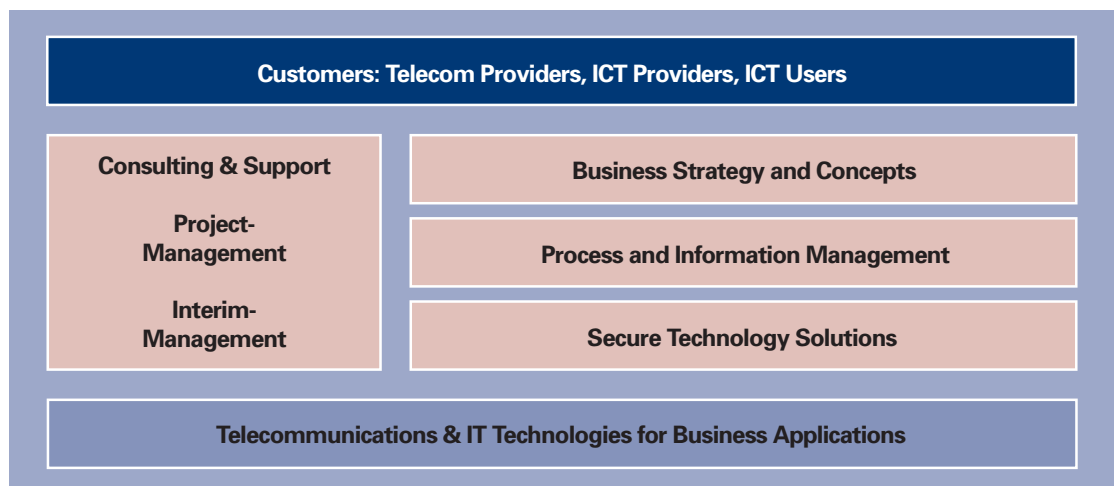
The Benefits for the Customer

- Intercai provided knowledgeable resources experienced in project management and in the telecommunication industry
- Successful launch of the service in the first country and seamless handover to an internal employee
- Constantly high quality deliverables throughout the project
- Effective, efficient and flexible support during the project

The Specific Intercai Achievements for Orange

- Interim global product management for Orange
- Product strategy for Orange Messenger
- Marketing plan and business case for the service
- Product requirements for the whole service including billing, handset applications and the interfaces for SMS and WAP
- Interconnection requirements for the interconnection with other, fixed and mobile, instant messaging service providers
- Establish certification guidelines and processes for handset manufacturers delivering customised handset applications
- Represent Orange at conferences and interconnection discussions
- Contribute to the customer experience of the service together with the customer experience team

The Intercai Service Portfolio

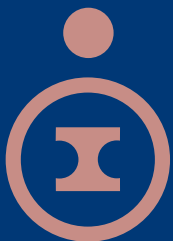


Intercai's Advantages

- Unique combination of competences in the area of business management and technology
- Leading inside know-how of the Swiss ICT-Market
- Many years of experience both in the Swiss and in the international telecommunication markets
- Interdisciplinary teams for customer-focussed solutions – no pre-defined methodologies and solutions
- Unbiased, close cooperation – «together with the customer» guarantees valuable knowledge transfer
- Implementation-oriented («concept and realisation»)
- Strong references in dealing with complex projects

About Intercai

Intercai is a leading Swiss consulting company in the ICT (Information and Communication Technology) market. We help our customers to align their business technology with their business success. Our high inside knowledge of the national and international telecommunication market in association with excellent economic, technological and social capability ensures highest efficacy and efficiency.



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