

German national carrier HanseNet plans new income stream with Telsis-powered mass calling system

Telecom Italia's German subsidiary HanseNet – which last year more than doubled subscriber numbers and grew earnings by 40% – is to launch Alice 0137, an advanced mass calling service powered by carrier-grade Telsis platforms.

By using established Telsis technology and a proven network model, HanseNet expects to move the new service quickly into profit, taking a substantial slice of the German mass calling market.

HanseNet's blueprint for Alice 0137 is MegaCall, the record-setting mass calling system operated by TeliaSonera in Sweden, which has been using Telsis technology and expertise for nearly 10 years. Alice 0137 will run on Telsis' advanced Ocean range of interactive voice response equipment and switches. At the same time, HanseNet is buying additional Telsis Intelligent Network platforms to make cost savings by routing calls more efficiently to ported numbers.

"This contract marks a new phase in our relationship with Telsis," says Arne Günther, business sector manager for the Alice brand. "Telsis IN service nodes have enabled us to generate strong revenues from non-geographic numbers since 2000, but the mass calling system promises even more. We know we are working in partnership with a supplier that understands the business dynamics and human psychology of mass calling as well as the technical issues. Telsis' track record in this specialist field is very strong."

Alice 0137 is due to be launched in May. HanseNet is aiming the service at television, radio and print media, as well as service providers. It will use Telsis Ocean fastIP advanced IVR platforms distributed across Germany, but controlled centrally. The architecture will enable huge peaks of calls to be handled without causing network congestion for other types of traffic.

"Our initial talks with potential users have proved very encouraging," says Michele Novelli, HanseNet's marketing director. "We'll be first with a service that gives customers full control of their mass calling events without the need for dedicated hardware or software. Alice 0137 will enable us to build a strong new revenue stream while protecting quality of service for our regular voice and data services."

Formed in 1995, HanseNet has grown rapidly under Telecom Italia's ownership, extending its geographical reach to more than 60 German cities and expanding its portfolio to include broadband services under the Alice brand, and a wide range of advanced voice products and services. Alice now has more than 570,000 private and business customers throughout Germany.



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