

# Synway HMP Helped BlackNGreen and Airtel/ Vodafone Implement a High-Capacity Versatile IVR System

Synway  
Case Study



## Customer background analysis and challenges:

BlackNGreen is one of the leading innovators and providers of VAS products and telecom solutions to the top telecom operators, including Airtel and Vodafone, across the world. BNG's VAS products are enabling over 800 million users globally, to experience state-of-the-art VAS offerings.

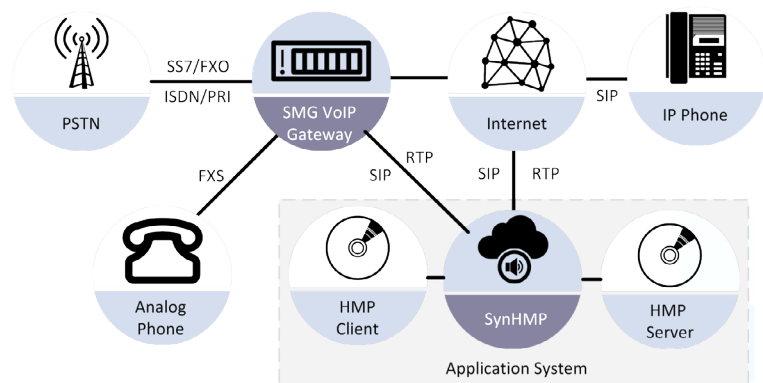
To serve the subscribers well, BNG developed and maintained hardware-based IVR system for its carrier partners. But with its business growing, BNG realized that its existing IVR system was not flexible to fulfill the needs of its partners. What is needed is to build a high capacity, scalable IVR system to face ever changeable needs of subscribers.

The following challenges were in front of BNG:

- Cost disadvantage for hardware adoption and high power consumption;
- Uneasy scalability, low flexibility of existing legacy hardware-based systems;
- High maintenance cost and time consumption for upgrading legacy existing system;
- Lack of flexibility which cannot be promptly adjusted according to market demands;

## Solution:

To address this issue, BNG decided to implement SynHMP, Synway's Host Media Processing platform, to deploy a high capacity IVR system.



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SynHMP, as software engine of a core voice module, runs in real time with higher-priority. During initialization, SynHMP will initialize all resources to be configured and will be periodically activated by an external high priority interrupt. With this technology, SynHMP can use CPU cycles with higher-priority and will not be interfered or interrupted by user mode application even if CPU utilization is 100%.

It is important that, with SynHMP software, developers can concentrate on the development of new communication application systems after this software is installed. The cost and deployment hurdles of media processing server, therefore, are greatly reduced. After initial investment in system development, software developers just focus on development/test and increase the flexibility for media processing. The cost is reduced along with Internet and system integration.

SynHMP can support 2400 channels of IVR or UC applications. But in practical applications, users may need various applications besides IVR, including fax and conferencing etc., it can basically achieve up to 1920 channels. At the same time, SynHMP can leave 50% of CPU resources to handle a wide variety of applications. SynHMP is undoubtedly the technology to change the whole environment of VoIP communication system. It will bring a great innovation to media processing mode in the field of telecommunications as well as become the preferred choice of system integrators and developers.

SynHMP can be authorized through USB KEY according to the number of channels. Each USB KEY has a unique serial number. It supports a variety of IP voice codec formats: G.711 A-Law, G.711  $\mu$ -Law and G.729. SynHMP can be used together with various series communication products of Synway in the same IP environment, with the unified API, configuration items and event interface, to get more powerful ability of building high-processing systems. HMP Client adopts distributed structure design so it can be deployed on the any server (different from HMP Server). There are two modes of active and passive connection for HMP Client. Multiple clients can be connected to a HMP Server; Expandability can be achieved for module software design.

SynHMP is an ideal product to develop media server in structured network. In pure IP environment, neither physical inventory nor on-site installation is required for SynHMP. SynHMP can run in TDM environment too (as long as TDM access can be achieved through any Synway or a third-party equipment)

## Results:

1. higher-priority to use CPU cycles for ensuring that the system has telecommunication-grade stability
2. very simple and effortless deployment to shorten development cycle and save investment cost
3. Quick and easy establishment for large capacity call center based on VoIP
4. Homegrown inherited intelligent SynCTI driver development platform to realize stronger multimedia processing ability
5. software distributed architecture for more convenient expansion and expandability

[www.synway.net](http://www.synway.net)

## Connect Synway



As a major manufacturer and supplier of communication products and solutions, Synway specializes in providing superior Multimedia Gateway, Integrated Multimedia Switch, Telephony Hardware in use for Telecom communications. Since 1995, over 3,000 service providers, software developers and system integrators have deployed Synway's offerings to deliver a broad range of TDM and VoIP-based applications worldwide, including Unified Communications, SIP Trunking, Call Center, Mobile VAS, Faxing, Conferencing, Call Recording as well as Asterisk-based Open Source Applications. With dedicated teammates and well-known premium services, Synway makes consistent efforts to deliver partners with a variety of customizable, high-performance and cost effective voice communications products.

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