



## ORANGE MAKES IT EASIER FOR PAY-AS-YOU-GO CUSTOMERS TO “TOP UP”

### Challenge

Attracting and keeping mobile phone customers requires continuous innovation. Orange UK excels at this. To meet customer expectations, Orange strives to provide products and services that are simple and user-friendly. That is why the company set out to make pay-as-you-go mobile service as convenient and easy as possible.

### Solution

Now Orange mobile customers can “top up” their accounts from anywhere while on the go. Orange automated pre-payments using the webMethods Business Process Management Suite (BPMS). Customers get a text message when their balance runs low. They can text back to buy more minutes using a credit card. In seconds, the process interacts with up to 10 systems and sends the customers their top-up approval.

### Benefits

- Increased customer convenience, helping to reduce customer churn
- No disruption in service or revenue stream—customers are alerted instantly when they need to buy minutes and can purchase them on the spot
- Great customer uptake—thousands of customers “top up” daily
- New process, delivered in four months, builds on existing investment in webMethods technology by Orange



Orange is the key brand of the France Telecom Group, one of the world's leading telecommunications operators. With 123 million customers, the Orange brand covers Internet, television and mobile services in the majority of countries where the group operates. In the U.K., Orange provides high-quality GSM coverage to 99 percent of the population and has more than 17 million customers, 16.11 million active mobile customers and approximately 900,000 fixed broadband customers (end of September 2009).

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**“With webMethods, it’s quite easy to design re-usable services that can be plugged into at will. We’ve got a great deal of those. If they stopped working, things would run a little bit slower at Orange.”**

Ben Wheeler | Senior Designer | Orange U.K.

### Making “topping up” as easy as it sounds

“Topping up” sounds like it should be an easy task. It’s actually quite complicated. In fact, as many as 10 different systems need to communicate to “top up” a customer’s account.

First, a customer gets a text message from Orange that his/her account is low. The customer sends a text back with the last four digits of a credit card to add onto the account. Based on the customer’s mobile number, customer information is retrieved, credit’s verified, an audit trail’s created, and the customer gets his/her top-up approval.

All these steps must happen in seconds. Fast response time is a critical to keep on-the-go customers satisfied and using more minutes on the Orange network. Behind the scenes, this automated service is powered by webMethods technology. webMethods Integration Server speeds interactions between all the disparate systems for top-up approval guided by a process built using the webMethods BPMS.

### Building a process that works—thousands of times daily

The process took about four months to get to the pilot stage. Since then, it has taken off across the U.K. Using the process modeler of webMethods BPMS, Orange was able to assure the top-up process designed would work reliably. Designers could visualize all the steps and identify issues easily in testing. This helped Orange get the process right, the first time, quickly, in a market where speed means everything and customers are quick to change providers.

What Senior Designer Ben Wheeler likes most about using webMethods is its friendliness. “It’s got quite a friendly user interface and is useful in terms of business modeling,” he said. “I think it

certainly holds its own.” Orange uses webMethods not only to design the process but also to guarantee delivery of messages via the webMethods Broker.

Performance is highly dependable—enabling customers to top-up within a few seconds of making the call. The webMethods Integration Server is the key to high speed and high performance. It automates everything, especially with the business processes, including automating all the decisions.

### Online shop also automated with webMethods

The telecom giant has been a webMethods customer for more than a decade. The webMethods suite is thematically used in any IT project that Orange does with few exceptions. For example, Orange automated its online shopping experience with webMethods. At the online shop, customers can do just about anything they can in a physical Orange store, such as order phones, pay bills and renew contracts.

The business models behind the online shop are quite complex. For example, when customers want to upgrade their phones, they can choose from only certain phones based on their tariffs. All of that is handled automatically, including activating the handset.

webMethods has helped Orange to deliver consistently reliable innovations rapidly for the business. Orange is working to create an SOA environment, in which most of its models are on a set of back-end services that are used by any process put forward.

### KEY COMPONENTS

#### webMethods Integration Server

enables the diverse systems at Orange, including SAP, to communicate seamlessly.

**webMethods BPMS** allows Orange to deploy new processes and process improvements quickly and simulate the performance of processes prior to deployment.

**webMethods Broker** provides high-speed message exchange.

Orange also uses **CentraSite™** for SOA governance.

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