

## **Empower Interactive first to guarantee messaging quality for mobile operators**

Empower Interactive today announces it is the first mobile messaging infrastructure provider to meet stringent new demands from mobile operators for carrier-class software developed using the Six Sigma quality management benchmark created by Motorola.

Empower Interactive has adopted an integrated framework branded DOE – Design for Operational Excellence. By using Six Sigma, Empower Interactive designs carrier-class mobile messaging solutions that are fault-free and provide the highest possible level of performance, ensuring that SMS and MMS delivery is consistent as messaging traffic capacity and complexity increases on all mobile networks.

"Mobile operators are dependent on their mobile messaging provider to maximise the quality of underlying systems that are becoming more sophisticated, and they're finding that as traffic levels increase, they need a trusted mark of that quality which takes risk out of the equation," said Radouane Oudrhiri, Vice President of Systems Engineering at Empower Interactive. "Having the Six Sigma 'quality stamp' is not only a guarantee of carrier-class software performance but also, increasingly, the benchmark which is necessary to respond effectively to operator RFPs for next generation messaging systems."

Six Sigma, originally developed by Motorola as the framework to achieve the highest possible level of quality, has been adopted by IT firms such as Sun Microsystems and Dell - and widely in the manufacturing and financial industries. It guarantees that the development processes and the resulting products are as faultless as possible. This is essential when ensuring the security, functionality, performance and flexibility of messaging systems which provide a pathway to increased revenue for operators.

However, Six Sigma has not been widely employed by telecoms stakeholders, especially those involved in software development, even though operators and their subscribers are demanding a higher level of quality from the messaging services they control. When applied to software development, Six Sigma prevents software design problems before they occur, rather than trying to troubleshoot them once they are market-ready.

Mobile operators already employ Six Sigma as business process transformation methods, and are currently considering applying the same approach at the core networking level. Working with partners that also use the Six Sigma framework would assist operators in ensuring messaging performance, would base-line that performance to make it measurable, and make the throughput, transit time and quality of messaging predictable. In this way, operators can meet subscriber SLAs, and improve messaging performance and functionality while retaining and growing revenue streams.

Messaging software quality is not currently regulated within the telecommunications industry, even though the coding, testing, integration, upgrade and support of the software underpins every system. The importance of adopting stringent quality programmes such as Six Sigma will become increasingly important as operators demand resilience from the messaging systems at the network core. Operators rely on them to launch new multimedia services such as MMS, and use the messaging infrastructure as a backbone for a host of new services that enable mobile payments. "Regulations have often been a driver for adopting quality programmes within other industries", said Oudrhiri. "European mobile operators will need Six Sigma quality levels to ensure that the software that enables their messaging capabilities can handle new services and greater capacity demands, while providing countermeasures to network threats, such as spam, DoS and fraud."

From an economical standpoint, the adoption of Six Sigma will enable Europe to arm itself with the capability to achieve the level of productivity and quality being sought by managers and suppliers, as a means to reduce costs and increase productivity. Typically, the first reaction is to outsource or off-shore to India or China, but the data driven approach of Six Sigma could change this strategic landscape.

Deploying Six Sigma holds several benefits for Empower Interactive itself; it means new messaging system capabilities can be more rapidly and efficiently developed; it provides a framework for quality that is recognised by mobile operators; it builds an internal culture geared towards software problem avoidance rather than problem solving, by ensuring that errors are avoided when developing the software.

Oudrhiri stresses that "the Six Sigma and the DOE initiative is more than a just a technique, it is cultural change management approach. The importance of the cultural aspect of Six Sigma should not be overlooked".

Because Six Sigma is a data-driven approach which focuses on measurements that drive human behaviours, Empower Interactive is using it to drive the right behaviours within its own organisation, which allows it to successfully manage a cultural change.

"Six Sigma is a multi-year programme, but Empower Interactive is already gaining results," said Oudrhiri. "As Empower Interactive makes headway with these initiatives in the marketplace, venture capital organisations are also considering Six Sigma as the mark of a firm which is serious about making its software one of the most important strategic assets a mobile operator can own."

### **About Empower Interactive**

Empower Interactive Ltd. designs, installs and services user-friendly data, messaging and multi-media systems for mobile operators worldwide. Our products help our customers with provisioning, billing and managing high volume SMS and MMS applications. They deliver critical enhancements to the existing network infrastructure such as intelligent SMS/MMS routing, flexible filtering, off-loading, SPAM control, replication and dynamic message store and forwarding.

Our highly differentiated products have been designed to reduce costs and time-to-market. They allow operators to rapidly introduce new revenue-generating messaging services with increased delivery efficiency and reduced cost-per-message.

Many of the world's leading operators rely on our feature-rich products and strong company performance, including Orange, WIND, Smart, Starhub, Telkomsel and Etisalat. Empower Interactive was founded in 2000. Empower Interactive is headquartered in London and has regional offices in Paris, Singapore, Kuala Lumpur and Manila.

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