



## INDUSTRY

Universal Communication Platform AG (ucp) is a pioneer in the field of the mobile Internet. They specialize in bringing non-voice mobile communications to the mass market through the development of SMS, WAP and GPRS applications.

An example of their recent success is uboot.com, one of the largest mobile communities. This portal, focused on the youth community in Austria, Germany and the United Kingdom, has a subscriber base of over 4.5 million and adds 10,000 new users each day.

### **CommuniGate Pro at Universal Communication Platform— Messaging Solution for uboot.com**

As a leading provider of advanced communication and mobile services, with aggressive growth plans in terms of subscribers and services, UCP is positioned for explosive growth. The popularity of SMS (Short Message Service) has attracted consumers who are willing to pay for a wider range of services. As prolific as SMS is now, the new text standards of Enhanced Messaging Services (EMS) and Multimedia Messaging Services (MMS) are about to take off. These standards will enable advanced interactive applications including games, multimedia phones, and m-commerce. As these and other services become available, revenues will increase as well.

To take advantage of these opportunities, service providers like ucp need a robust communication platform, on which they can build carrier scale integrated systems. The solution must support a variety of applications for a diverse user community with many different needs. New services must have quick set up, room for growth and low operational costs.

For messaging systems, experts agree that storing a variety of message types in an IMAP e-mail server results in cost savings and easier administration. Unfortunately, when UCP first started the uboot.com website they deployed open-source cyrus for their message store. After many performance and stability problems, they knew it was time for a sturdier, commercial product.

And so they switched to CommuniGate Pro and haven't looked back. According to Franz Jachim, Managing Director for uboot.com, "within 18 months of integrating the CommuniGate Pro server, our user base jumped from 1.5 million accounts to 4.5 million."

"While we were already satisfied with the performance and scalability of the CommuniGate Pro solution, we were truly amazed that we experienced zero downtime in service during this peak period. This

further supports our belief that CommuniGate Systems is the technology leader for reliable and cost-effective integrated messaging support systems," adds Jachim.

The entire uboot.com messaging site is hosted in Vienna, Austria and runs on a set of Compaq AlphaServers using Compaq's Tru64 UNIX operating system.

CommuniGate Pro performs the following functions:

- keeps the passwords and settings for SMS users
- stores all SMS messages received for the given user
- retrieves SMS messages for the given user
- marks messages that are read, answered, etc.
- deletes messages (when the user confirms receipt of them, or when user has asked to delete them, etc).

All messages including SMS, E-mail, EMS, and uboot-photomessages are treated as text messages. The communication between the different parts of the system is done using an SMS-transfer protocol developed by ucp.

Like the transfer protocol, much of the system was developed in-house or is open-source (e.g. Apache Web server). But CommuniGate Pro also integrates with commercial software like the database (Oracle), and the backup software, to provide the infrastructure for the rest of the server park.

uboot.com currently offers its subscribers SMS MTs (Mobile Terminated), replying to MTs, SMS Mos (Mobile Originated), e-mail forwarding, replying to forwarded e-mails, EMS (Enhanced Message Service), Smart Messages, OTA (OpenTravel Alliance) messages, WAP access, PDA access and other B2B SMS solutions.

According to Director of Research, Michael Weinzettl, ucp chose CommuniGate Pro following a successful pilot. The product's functionality was tested and proven in their environment. In addition to being satisfied with the technology, reports Weinzettl "we were impressed with the level of support we received from CommuniGate Systems during that phase."

CommuniGate Systems is a leading provider of messaging solutions to the Telco/ISP markets and continually anticipates the needs of their target market. With continual focus on developing scalable and reliable carrier grade solutions, they plan to become the de facto standard message store for wireless providers.

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