

Developed a portal with largest collection of “Hello Tune” songs for a leading global telecommunications company

Portal

Web Development

## The Client

The client is a leading global telecommunications company with operations in 20 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 4 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed DSL broadband, IPTV, DTH, enterprise services including national & international long distance services to carriers.



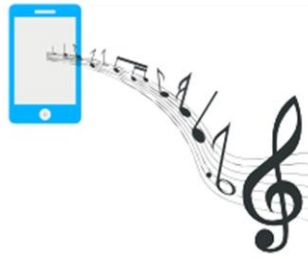
## Business Challenges

- Generalized web interface for Hello Tunes to deploy the solution to multiple operators without re-developing the solution
- Single Sign On
- Integration with 3rd party APIs providers for login
- Multilingual Support
- Option for subscriber to easily change their ring back tone with multiple features
- Faster site download speeds



## Areas of Engagement

- Real Player
- Single Sign On Authorization
- Multilingual Support
- Admin Interface
- 3<sup>rd</sup> party API Integration
- Social Networking
- SEO Support



hello  
tunes

## Engagement Brief

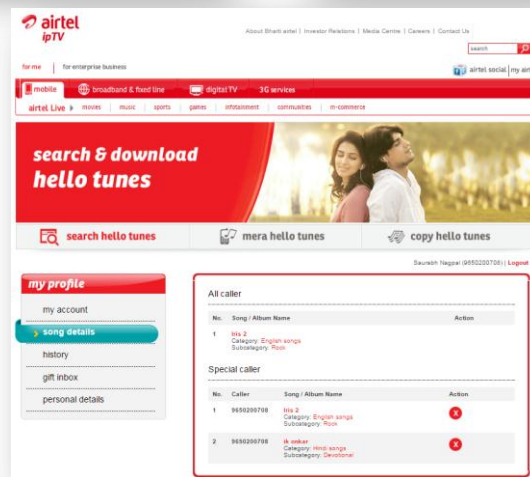
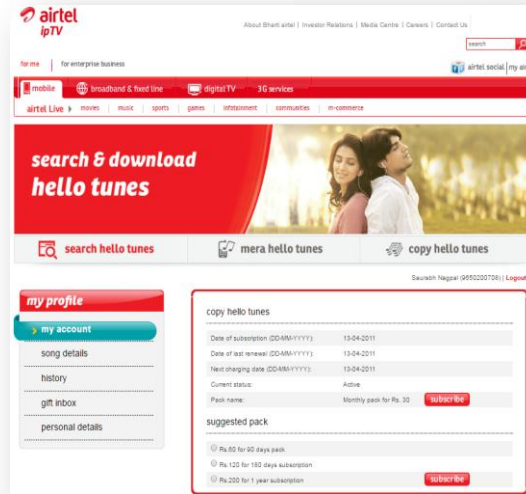
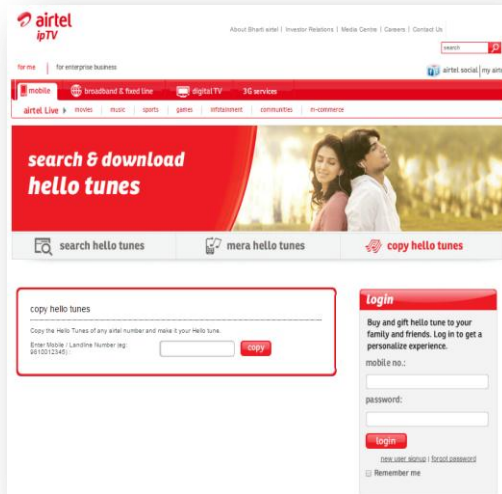
The client engaged Webdunia to develop a user-friendly portal to provide innovative features like search, select, buy, copy and gift Hello Tunes to entertain and greet callers. This portal offers largest collection of songs across various categories along with offering a list of caller tunes (Caller Ring Back Tones - CRBT) to telecom subscribers. It enables subscribers to play their favorite song for their special/all callers instead of the normal tone over the Web. Additionally, users can listen to a tune sample on the web and set it as their caller tune after entering mobile number and password.

The Functionalities include:

- Real Player
- On-Mobile API integration
- Faster site download speed with Memcache, AJAX Caching
- Single Sign On Authorization
- Integration with 3<sup>rd</sup> party API operators
- Multilingual Support
- LTR Support
- Option to buy, view sample and gift caller tunes via web interface
- Easy search based on song title/artist/album/movie to find preferred song
- Admin interface to manage the song data integration, banners etc.
- Integration with Google Analytics/AdWords for promotion tracking
- Admin Module to customize website settings and front end as per the operator's requirements
- API driven architecture integrated with Comviva's CRBT system
- Advanced Search to explore Artist, Album and Tone name
- Social Networking
- SEO Support

## Business Benefits

- Increase in Caller Ring Back tone (CRBT) purchase
- Improved user engagement
- Acquiring new customer base
- Brand popularity with unique facilities and features



## About Webdunia

Webdunia, is a CMMI Level 3, localization and software solutions provider to businesses across the world. With over 15 years in the industry, we deliver industry-led localization, translation, multilingual content management, and software solutions and services to address specific needs of particular business requirements. We have a proven delivery record of offering high quality solutions to help our clients excel globally on any technology platform.

Email : [business.india@webdunia.net](mailto:business.india@webdunia.net)

Visit Us : [www.webdunia.net](http://www.webdunia.net)