



KTF REINFORCES ITS COMPETITIVE ADVANTAGE AS A GLOBAL PLAYER WITH FIORANOMQ.

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KTF
Technical Team

CUSTOMER PROFILE

KTF is a second largest service provider in Korea. KTF, established as Korea Telecom Freetel, started commercial nation-wide PCS services in October 1997 and started the era of public wireless communications services. KTF was recorded in the Guinness Book of World Records in April 2000 as the first company to record 1 million subscribers in the shortest period in the world, and was selected as the 4th company from among 100 IT companies worldwide, as well as the 1st company from among telecommunications companies in 2002 by the international business weekly magazine 'Business Week'.

BUSINESS PROBLEM

- KTF required first of all, a robust messaging infrastructure. Due to KTF's large number of subscriber, the quality of service and 100% up time are critical for the business and no message failure can be tolerated by business. Even single service failure can give a deep impact to the business, robust messaging is the very important key interest in KTF.
- KTF required a superior performing product. In mobile service, message traffic is not evenly distributed from 0 to 24 hours. There exists peak time for messaging in a day. And also KTF has to prepare some special day such like Christmas day, New years day etc. which makes traffic explosion. If the performance of the product does not allow messages to flow, it also gives a business deep impact.
- KTF requires standard technology to implement integration among applications. If the product is not based on the industry standard, there will be difficulties recruiting engineers for the project, and more serious issues take place after finishing the project. For standard technology, it is very easy to expand the system, and easy to recruit engineers, and easy to maintain the system.
- KTF required instant and quality technical support. If something goes wrong either application error, or product error, technical support should be very quick and solve it instant. If it takes weeks, or months, It would be very hard for quality service to the subscriber which are the customers.

SOLUTION

FioranoMQ is deployed as a hub to each application. There are many applications running for the mobile service and FioranoMQ handles this complicated system diligently without any hassle.

Fiorano's enterprise backbone seamlessly integrates heterogeneous IT systems improving operational efficiency, business agility and performance. With comprehensive support for standards-based communication, connectivity and transformation, FioranoMQ minimizes proprietary dependencies while providing a powerful communication backbone that can be extended easily, allowing real-time delivery of data spanning multiple applications, platforms, partners and customers. Fiorano is the messaging middleware of choice supporting mission-critical operations at Global Leaders worldwide.

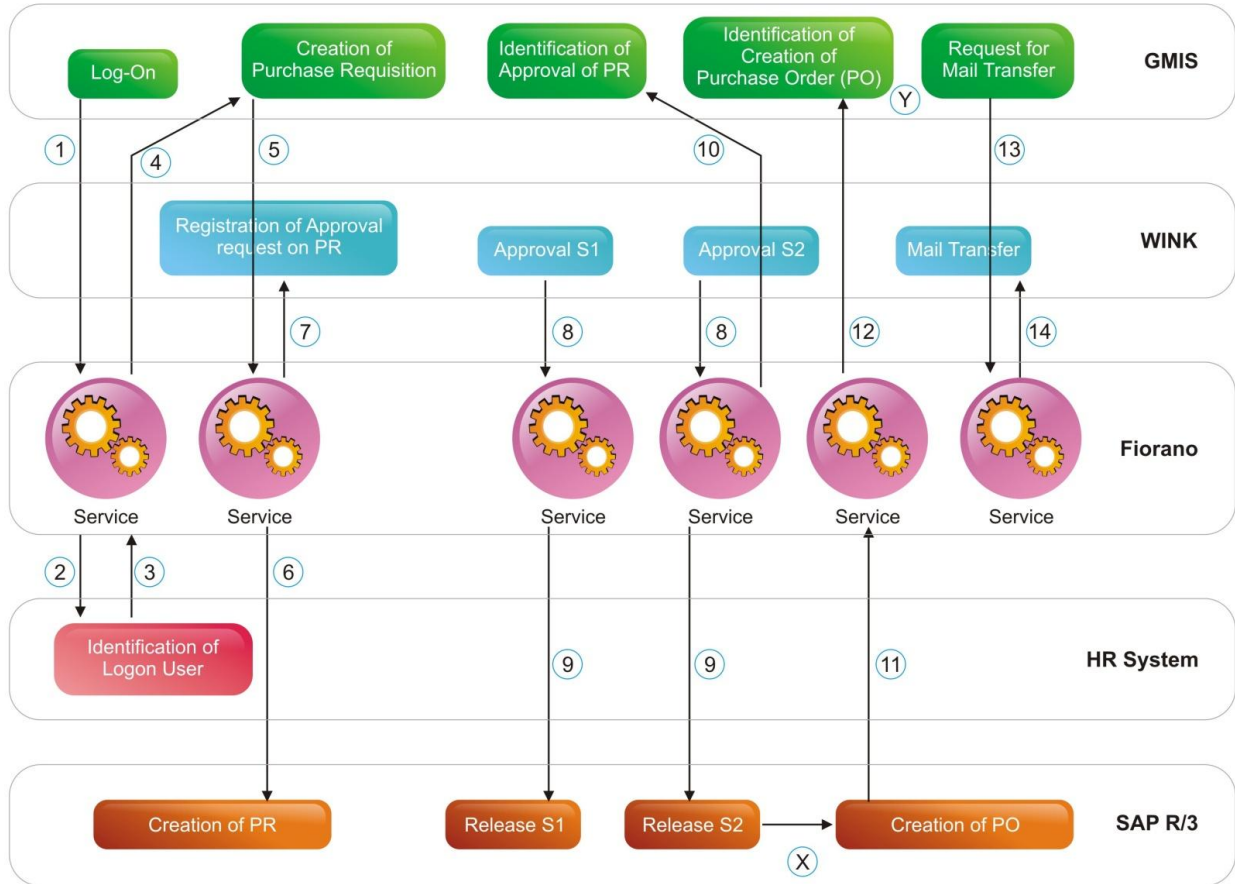


Figure1: Scenario Work Flow 1

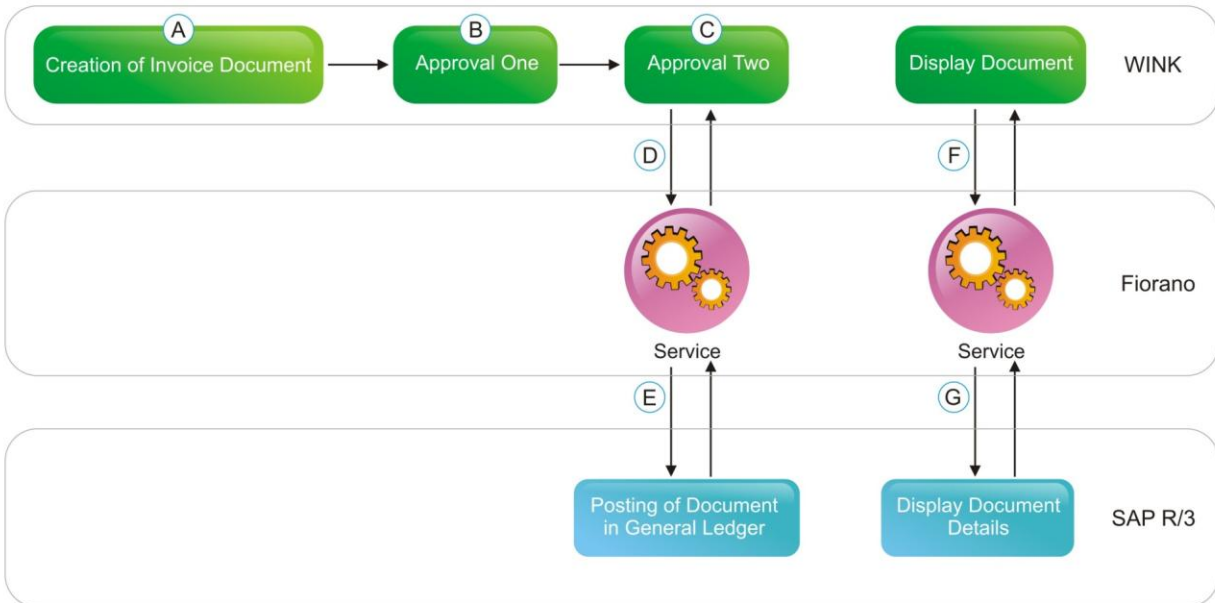


Figure2: Scenario Work Flow 2

WHY FIORANO

FioranoMQ and Fiorano Corporation satisfied those requirements better than any other products, and its maker. FioranoMQ is very robust message server that never goes down unless OS failure. FioranoMQ is number one in performance among the commercially available MQ products. It is standards based. JMS (Java Message Service) is the key standard technology in this area of the IT industry. FioranoMQ supports not only Java, but also C/C++ interface in various OS such like HP-UX, Solaris, AIX, Windows, Linux etc.

Fiorano technical support is so quick and Fiorano technical support team gives answer within a day, and it seems standby all day and night. KTF implemented application integration which is the first step in SOA implementation. Since its implementation, there were no serious problems except OS failure. In spite of CPU failure several times, FioranoMQ configuration allows no message loss, and recovered as new CPU replaces. KTF is very satisfied with FioranoMQ, and the business is successful. FioranoMQ is infrastructure of SMS (Short Message Service), and MMS (Multi-Mail Service).

ABOUT FIORANO SOFTWARE

Fiorano Software (www.fiorano.com) is a leading provider of enterprise class business process integration and messaging infrastructure technology. Fiorano's network-centric solutions set a new paradigm in ROI, performance, interoperability and scalability. Global leaders including Fortune 500 companies such as Boeing, British Telecom, Credit Agricole Titres, Lockheed Martin, NASA, POSCO, Qwest Communications, Schlumberger and Vodafone among others have used Fiorano technology to deploy their enterprise nervous systems.

To find out more about how Fiorano can help you meet your enterprise integration objectives, visit www.fiorano.com or e-mail sales@fiorano.com