



case study

SPRINT NEXTEL

Customer Background:

Sprint Nextel, the third largest wireless telecommunications network in United States, offers a comprehensive range of wireless and wireline communications services, bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two wireless networks serving more than 48 million customers at the end of the fourth quarter of 2009 and the first 4G service from a national carrier in the United States; industry-leading mobile data services; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone.

Customer Requirement:

Sprint-Nextel had a huge telemarketing team which generated high volumes of sales. Since all orders taken by the telemarketers were to be batch processed and sent to external vendors, it resulted in delays and cost overruns. To overcome this problem, they required a Telemarketing Order Entry System (TOES).

The NVR solution:

The NVR consultants worked extensively and built a Tele Marketing Order Entry System for the clients' Telesales customers. This was a web-based system that allowed the clients' telemarketing sales representatives to capture orders (in millions of \$) for their phones and interface with external vendors for order fulfillment.

Apart from supporting key e-commerce features such as Shopping Cart, Credit Card Processing, real-time credit check, address verification and fraud detection, this system had rules-based promotions and other important features.

Business Benefits:

The implementation of this system resulted in drastic reduction of cycle time for order fulfillment and a concurrent reduction in costs and errors. This has eased the situation for Sprint-Nextel, who are extremely satisfied with the solution offered by NVR.

Technologies:

- J2EE/NAS platform with Oracle database, N-tier architecture using standard J2EE technologies (EJB / Servlet/ JMS/ JSP)
- The Promotion Engine was based on a Rules Engine framework, which is an RDBMS based, J2EE framework that allows for the definition and enforcement of business rules with minimal development effort
- The framework was based on a plug-in architecture, where in application

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specific components of a rule can be defined and registered with the rule engine

- It consisted of a Rule Repository, Rule persistence / query component, an evaluation engine, an execution engine, rule parser and Validation component, rule cache, Agenda and application context. (ILog, Iplanet6.0)

About NetVision Resources:

NetVision Resources, Inc., is a 8(a) certified, trusted provider of Information Technology Services and Resources. Since its inception in 1999, NVR has provided superior business application consulting services and resources to leading businesses and government agencies. For more details on NetVision Resources log onto www.netvisionresources.com.

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