

TELECOM iDEN Phones

One Window access for Consumers, Dealers, Agents and Developers.

The Client

A major telecom is a provider of wireless, broadband and automotive communications technologies and embedded electronic products. It provides wireless handsets, which transmit and receive voice, text, images and other forms of information.

Motorola's Integrated Digital Enhanced Network (iDEN™) brought to the market next generation wireless solutions designed for a variety of vertical market mobile business applications. iDEN technology offers more than just a wireless phone. It's a Motorola complete communications system that you hold in your hand. Combining speakerphone, voice command, phone book, voice mail, digital two-way radio, mobile Internet and e-mail, wireless modems, voice activation, and voice recordings so that you can virtually recreate your office on the road.

The Challenge

Since its introduction in 1994, iDEN Phones have come a long way. This unique product has created a complete community including end customers, dealers, carriers, developers, marketing, supply-chain, support and services. This community has grown tremendously in last few years as unique iDEN phones become more popular. The old iDEN product site built in Cold Fusion soon became unable to handle this exponential growth and challenge was to:

- **Create a scalable and reliable web/e-commerce portal**
- **Offer iDEN handsets, accessories, over-the-air digital downloads for both end consumers and dealers**
- **Self-service Support and repairs services for end consumers, dealers and agents**
- **Value Added Distributions for carriers**
- **Offer all above not only within US but internationally**

The Solution

Tasmea along with Digital River, BEA, and other partners helped implement the NEW idenphones.motorola.com portal. The new multi-tier architecture leverages industry leading BEA Weblogic Portal, BEA Web Logic Server and BEA Web Flow frame-work with Oracle 9i on the back-end. New portal uses Interwoven for content and campaign management. New portal contains applications:

- **Products:** Lists all iDEN Phones, phones features comparison chart, phones related accessories and software downloads.
- **Support:** Contains iDEN Phones related FAQ's, Product Manuals, Software Downloads, Product Warranty Manuals and most importantly self-service Repair Request and Repair Tracking Services for both dealers and end users.
- **International:** Application serves iDEN international handsets and supporting carriers throughout the world.
- **Developer:** Allows to register their phone software and digital items for sale through an online e-commerce experience and over-the-air downloads.
- **Shop:** Is where one can buy iDEN Phones, accessories direct from Motorola. Orders are shipped from Motorola Distribution Centers.

The Technology

- BEA Web Logic, BEA Web Logic Portal, Oracle 9i, BEA Web Flow, Interwoven, Rational Clear Case, Rational Rose