

CUSTOMER SUCCESS STORY

Vox Telecom: Setting the Gaming World on Fire



To attract users to their *Wildfire* ADSL service, Vox innovated with Sandvine

Gamers hotly anticipated the release of Call of Duty: Black Ops II, with many pre-ordering months in advance. Those who pre-ordered from Look & Listen, a local retailer, received a unique code; when entered into a Vox Telecom portal, this code instantly upgraded the gamers to Vox's *Wildfire* ADSL service for a month and gave each 40 GB of free data.

Behind-the-Scenes

Vox leveraged the API capabilities of their existing Sandvine Quota Manager deployment.

This API enabled Quota Manager to integrate to Vox's B/OSS systems so that when a promotional code was entered in the portal, the subscriber is automatically provisioned to the *Wildfire* service plan, and received the extra 40 GB.

Gamers Know Networks

Vox believed that *Wildfire* was the best DSL service on the market.

Gamers know that a quality network is the difference between winning and losing.

By focusing on gamers, Vox tapped into a vocal, tight-knit community, who spread the word like, well, wildfire.

Making an Impression

"Vox Telecom is eager to make an impression in the marketplace and in the minds of prospective customers. The ability to deliver optimal broadband and innovative services to subscribers, regardless of the access technology, was a key driver for our selection of Sandvine."

- Douglas Reed
Executive Head of Strategy of Innovation

About Vox Telecom

Vox Telecom provides fixed and mobile Internet services to businesses and consumers in South Africa. Since entering the market in 1998, Vox has established itself as an innovation leader by continually pushing the envelope with exciting new services.



Take your network to the next level. Visit www.sandvine.com