



Verizon Wireless

www.verizonwireless.com

Industry

Telecommunications

Challenges

- Consolidate disparate web properties
- Create a world-class customer experience to gain a competitive advantage
- Become the first telco to offer MP3 music downloads online
- Boost revenues from sales of ringtones, ringback tones, and MP3s
- Advance web/handset convergence

Solution

- Online media store

Verizon Wireless created a world-class online media store using the Adobe Flash Platform and the Adobe Digital Enterprise Platform.

Results

- Increased online revenue from ringtones and ringback tones
- Provided one-stop shopping for Verizon Wireless media products
- Delivered access to library of more than five million MP3s, a telco industry first
- Established scalable foundation for fast product and service delivery

Systems at a glance

- Adobe AIR
 - Adobe Flash Professional
 - Adobe Flex Builder
 - Adobe Digital Enterprise Platform.
- Key capabilities include:
- Data Services

Verizon Wireless

Verizon Wireless leapfrogs competitors with breakthrough online media store created using the Adobe® Flash® Platform and the Adobe Digital Enterprise Platform

Verizon Wireless wanted to create an online storefront to complement and promote its core products and services by offering ringtones, ringback tones, and more—all in the context of an unbeatable user experience. The result is Verizon Wireless' online media store (mediastore.verizonwireless.com), built and delivered on the Adobe Flash Platform, including Adobe Flex® Builder™, Adobe Flash Professional, and Adobe AIR®, as well as using Data Services capabilities in the Adobe Digital Enterprise Platform (ADEP).

"Today, handsets not only deliver communications, they are also among the most popular entertainment devices," says Mark Lawson, executive director of Internet sales and marketing for Verizon Wireless. "Using Adobe solutions, the online media store raises the industry bar by providing an outstanding user experience and a one-stop shop for handset must-haves. We're also the first telecommunications company to offer full downloads of MP3 music tracks and albums."

Building a new foundation for web properties

Verizon Wireless had several key objectives in mind in launching an online media store, including consolidating many disparate web properties into a single, world-class site that would provide a cohesive, engaging online customer experience, as well as driving revenues and brand loyalty and opening opportunities for online marketing.

Verizon Wireless needed a solution that could scale to support millions of subscribers and high transaction volumes from a growing product portfolio. It also wanted a lightweight application to enable customers to easily download MP3 files.

"We needed both back-end and user interface foundations for our web properties that would enable us to deliver rapid, frequent releases and bring new services and products to market quickly," says Ben Holsinger, associate director of Internet marketing. "We also wanted to chart completely new territory in terms of user experiences and drive web/handset integration. Our past experience with the Adobe Flash Platform convinced us that it was the right platform to deliver a solution with a rich, engaging user experience and enterprise-class scalability."

Built on the Adobe Flash Platform and the Adobe Digital Enterprise Platform, the Verizon Wireless' online media store offers a flexible, dynamic online experience that delivers multiple benefits to the company and its customers.

A dynamic application with a slick interface

Verizon Wireless worked with Adobe Professional Services to develop the overall solution. The Flex framework and Adobe Flex Builder were essential in streamlining development while helping to ensure enterprise scalability.

Flex Builder is designed to help developers build rich Internet applications (RIAs) easily on top of enterprise technologies. Because Flex Builder is based on the powerful Eclipse Integrated Development Environment (IDE), the development team created and delivered a dynamic and scalable application that would have been difficult to achieve in other environments.

The breakthrough user interface was developed using Adobe Flash Professional software. The company tested the site against leading application storefront heavyweights, and received extensive positive user feedback.

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Ben Holsinger
Associate director of Internet marketing, Verizon Wireless

To enable customers to download MP3 music tracks from the online store—which offers access to an impressive library of millions of titles—a companion download manager was built and delivered on the Adobe AIR runtime. The compact Adobe AIR application resides on customers' desktops and provides users with a reliable tool for browsing, purchasing, and downloading their favorite music purchased from Verizon Wireless.

Once customers load the lightweight Adobe AIR application onto their desktops, they can then download multiple tracks or entire albums with ease. The download manager provides flexibility to the end user, enabling purchased MP3s to be downloaded and imported automatically to the V CAST Media Manager, the Rhapsody PC client, or another MP3 music player.

To integrate the dynamic, front-end interface with a rich store of back-end information, Verizon Wireless used the Data Services capabilities within ADEP. "The Adobe Digital Enterprise Platform provided an efficient middle tier to manage communications and transactions between our customers and our systems and fulfillment partners," says Holsinger. Data Services within ADEP queries back-end APIs and delivers responses back to subscribers using as little network bandwidth as possible to help ensure rapid data transfer and scalability.

Uniquely valuable services

The store provides a rich online experience that can be adapted easily to deliver value-added services that enhance customer experiences and benefit Verizon Wireless' business.

For instance, customers can tap into the Ringback Tone Manager, which employs a drag-and-drop interface that lets users personalize the standard ringback tone for the person who calls the customer. Functionality such as "Time of Day" can be used to specify a unique ringback tone to be played during a specific time period.

Enhanced revenue generation and branding

In addition to driving additional revenues and building customer loyalty, innovations like the online media store continue to showcase the company as a technology leader. Purchases and transactions within the online store all happen seamlessly, through a single shopping basket, and subscribers now have one integrated online storefront for all media content and services from Verizon Wireless.

For Verizon Wireless, this is just the beginning. The company is further enhancing its online store with more content and richer capabilities that entice and engage customers. "Our online store offers strong revenue generation, brand reinforcement, and value-added self service for subscribers," says Lawson. "Our goal was to provide customers with a world-class online experience."

For more information

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