



Customer Success Story

Dinnovan

Korea



Customer Profile

Since its foundation in October 2000 Dinnovan leads Digital Innovation, offering value added communication solutions.

Dinnovan successfully deployed the first ring-back-tone for SKT, multi-line conference service for KT, fixed line SMS service for Ann Phone of KT, and intelligent network IP/MS for SK Broadband.

Looking forward Dinnovan continues its endeavor to deliver the joy of rich communication services to the customers, happiness of having a reliable partner to the companies and the pride of mutual growth to the shareholders and employees.

Website: www.dinnovan.com



VAS provider Dinnovan, Korea, lays foundations for future voice and video services with the SURF Engine

Rooted in successful deployments of intelligent value added services, Dinnovan strives to expand its product portfolio, further strengthening its leadership position.

New applications – Media Server, Media Gateway, IVVR, and Video Conferencing – require robust and high-quality multimedia infrastructure.

The SURF Engine was the ultimate solution for Dinnovan, offering all required elements for developing successful multimedia applications.

Powered by the SURF Engine, Dinnovan succeeded to significantly shorten time-to-market, delivering a winning product, and exploiting market opportunities.

“The SURF Engine provides all the required multimedia elements we need for developing innovative vanguard applications.”

*Lee, Hyun woo
CEO, Dinnovan*

Putting innovation on its flag, Dinnovan is continuously stretching technology to provide exciting value added services.

Dinnovan identified market opportunities in Korea for advanced video services, based on IMS architecture.

To obtain pole position in these bids, Dinnovan explored the possibility of purchasing ready-made building blocks.

Following a thorough research and technical comparison, exploring ready-made elements at different levels of integration, as well as the possibility of in-house development, Dinnovan decided to license the SURF Engine.

The SURF Engine incorporates all basic building blocks required for Dinnovan’s applications:

- Voice & video on a single platform
- Transcoding – any to any
- Quality optimizers
- Video enrichment
- Video mixing and dynamic layout
- Superior density and price per session
- AMC and PCIe form factor

The same Engine was re-used for the different applications – Media Server, Media Gateway, IVVR, and Video Conferencing.

*SURF Communication Solutions Ltd
www.surf-com.com*



Within 4 month from licensing Dinnovan had a GA product; ready for market trials and deployments.

Two months later Dinnovan won its first SURF-powered deal – an IVVR deal in KTF. New deals followed soon.

The ROI of using SURF’s best-of-breed multimedia engine was obvious.

Overview

Customer

Dinnovan

Customer Objective

Enrich product portfolio with innovative voice and video applications

SURF’s Solution

SURF Engine, delivered on AMC and PCIe boards, including advanced voice and video building blocks

Customer Benefits

- Short time-to-market
- Versatile multimedia infrastructure
- Winning video quality
- Optimal cost-per-session
- Freedom to focus on differentiation