

Triple Play Provider Case Study

Reducing Time to Market for an Innovative Triple-Play Provider

Customised solutions for a future proof network

A national cable operator with a rich triple-play offer enjoyed a hard-won reputation for investment in new services. It had achieved consistent differentiation by bringing new services to its customers and adding diversity to its portfolio to meet their needs.

The Challenge

Residential telephony services were provided by enabling connectivity from analogue or legacy devices via an Analogue Telephone Adaptor (ATA), which connected via cable modem to a softswitch. However, all residential phone services it provided were routed via an arrangement with a third-party softswitch solution. This left the operator dependent on the third party for feature enhancement. While service innovation was critical, it came at a cost premium that impacted margins and was viewed as unsustainable.

In addition, by handing off calls to a third party provider, the operator ceded control of quality and exposed itself to potential security vulnerabilities as there was no protection enabled between the softswitch platform and the operator's internal network.

The operator sought to remedy this situation but also recognised that it lacked the necessary experience to extend its telephony services. Its own knowledge base was heavily orientated towards IP and there was little in-house expertise in legacy solutions. Finally, having experienced tremendous growth in its territory, the operator was seeking a cost-effective means of supporting further expansion both locally and in adjacent regions.

The Solution

The operator approached the Squire Technologies' team to explore how they could solve the challenges with which it was confronted. It was recognised that a truly consultative approach was required, in order to both deliver off-the-shelf solutions and to provide the degree of customisation that would solve current challenges while providing a future-proof solution.

Squire Technologies offered its innovation Next Generation Solution (SVI NGS), which combines core productions from the proven SVI range with a complete range of value-added consultancy, integration, deployment, and customisation services. Several products from this range were selected for the core network upgrade.

First, it was recognised that a Media Gateway (SVI MG) with integrated SS7 capabilities would enable the operator to meet the goal of increased control over traffic routing and costs. Each of the SVI MG platforms would provide interconnection with a national carrier via SS7, enabling flexible delivery of traffic to external networks. Additional routes and points of interconnection could be enabled as required. The SVI MG solutions both route traffic to external networks from the operator's VoIP network and collect traffic for delivery to its customers. Second, as the network

is all IP, the SVI MG solutions convert SS7-based traffic to IP. The routing and management of the IP service traffic is then handled by another element from the SVI NGS range, the Session Border Controller (SVI SBC).

The SVI SBC offers the security control that was previously lacking from the network and efficiently manages the delivery of traffic to the VoIP endpoints connected via the ATA solutions. The consultative approach led to a clear recognition that CLASS 5 features would be required to meet the service needs of the consumers connected to the network. Whereas previously these had been supported in the external softswitch, with the result that the operator lacked control of service definition and launch, the team need to ensure that a full set of CLASS 5 features would be integrated into the SVI SBC. This was achieved by activating Squire Technologies' standard CLASS 5 feature set module in the SBC. This enables a range of residential services and also includes IVR and voicemail capabilities, delivered via an Asterisk-enabled media solution.

As the operator needed to ensure that it continued to deliver innovation to its customers, it was important to enable new services to be offered and introduced to the market. The operator can achieve this through the SVI SDK, a software development kit that allows it to develop and launch new CLASS 5 services to its customers. Finally, the operator wished to offer its customers enhanced levels of self-care, not just to enable simple access to account information, but also to reduce overall operational costs. The Squire Technologies' team developed a branded self-care web portal to enable this goal to be met.

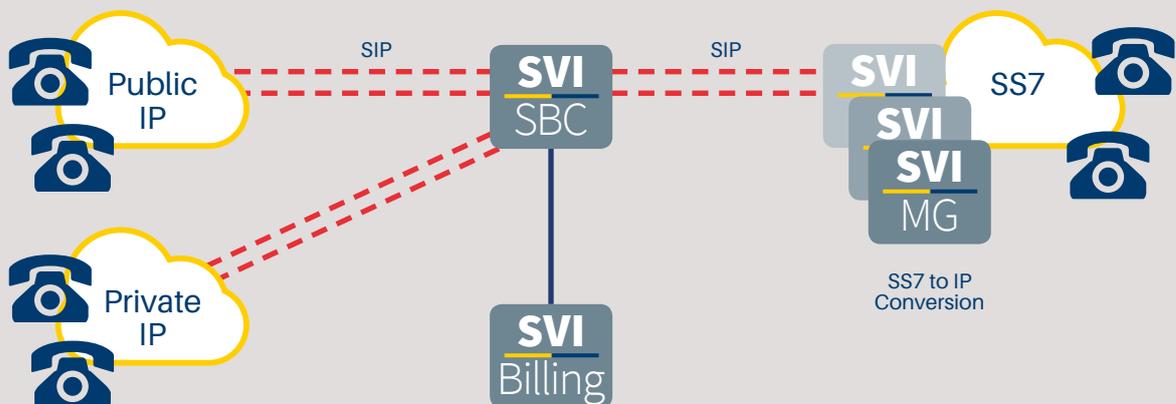
Results

With the launch of the new solution, the operator has been able to dramatically reduce its costs while assuming full

control of service routing and innovation. This means that the operator has ownership of its roadmap and can maintain and enhance its reputation for innovation by designing and launching new services in the face of increasing competition. Since it can make planned routing decisions to optimise delivery, it has more control over transit costs. The SVI MG platforms provide the scale and flexibility to enable new interconnection points to be created and traffic to be sent via the most cost-effective route. At the same time, the SBC protects the network from threats and ensures smooth operation at all times.

Squire Technologies' expertise ensured that issues with interworking with legacy networks via SS7 were solved, with the result that the operator's own team could focus on its vision for developing IP services and capabilities and to consider expansion into new markets. For example, the NGS solution presents the opportunity for the operator to target the business sector through the addition of CLASS 4 capabilities to the deployed infrastructure. This would enable the operator to offer SIP trunking directly from other VoIP networks and PBXs. The NGS solution has delivered the flexibility for the operator to plan more effectively and, for example, it has targeted SME subscribers as a focus of growth for the future. Previously, plans were limited due to lack of ownership and control of key network elements.

The consultative approach is part of an on-going relationship between Squire Technologies and the operator. Regular account management meetings are held to identify new requirements, while operational matters are handled via Squire Technologies' Gold Level support package, ensuring outstanding system performance and uptime. Overall, the operator has significantly reduced its operational costs while deploying a platform that enables targeted evolution and growth to capitalise on the strong market position it had carved out.



Squire Technologies

www.squire-technologies.co.uk

Tel: +44 (0) 1305 757 314
Fax: +44 (0) 1305 757 309
Email: enquiries@squire-technologies.co.uk