

Case Study

Telekom Austria, Siemens, Infonova

Telekom Austria: Introduction of IP Centrex

Companies submitting case study:

Telekom Austria
Siemens
Infonova

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Applicable TM Forum Technical Areas:

NGOSS, eTOM, TAM, Multi-technology Network Management

Viewpoint:

Service provider perspective, System integrator perspective

Services:

Voice, Video, Data, VoIP, IPTV, VPN

Network Technologies:

Mobile GSM/GPRS, Mobile Edge/UMTS, Cable, Broadband, Fixed Line, DSL, IP, WiFi/WiMax

Business Problem:

Based on a rough estimate, in USA and Japan about 50 percent of former Private Branch Exchange might be replaced with IP Centrex within the next few years. In order not to miss this development, and with regard to the fascinating growth markets in Central and Eastern Europe, Telekom Austria decided to choose a Siemens solution for implementing IP Centrex and Infonova's know-how for integrating specific IP Centrex services to its core BSS for IP services, called Infonova BSS.

Telekom Austria wanted to introduce IP Centrex as a reliable further development of the former (ISDN) Centrex in order to provide Voice over IP (VoIP) and advanced management functions to a broad spectrum of business users. To achieve sustainable success, Telekom Austria conducted this project together with Siemens and Infonova.

Solution Implementation:

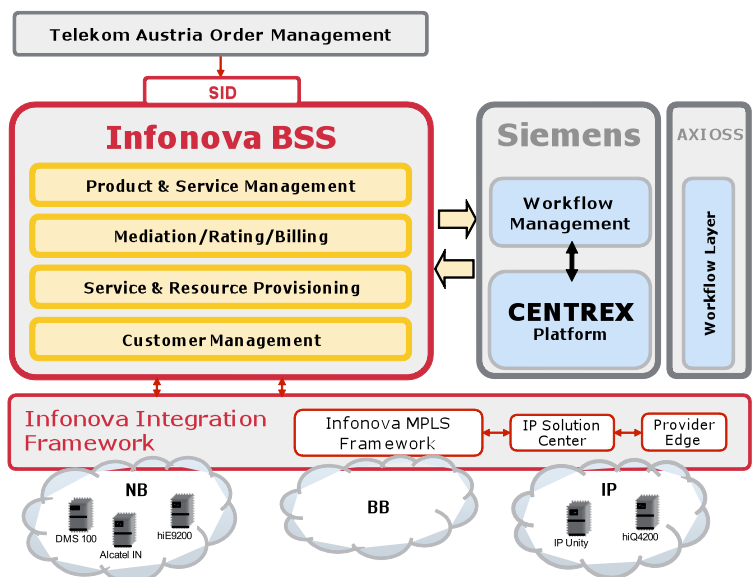
To achieve sustainable success, Siemens Austria was engaged to provide soft-switch-based IP Centrex architecture and technical fulfillment whereas Infonova's task was to realize large-scale integration to Infonova BSS, concerning product integration, customer management and enhanced billing. Referencing to the TM Forum Telecom Applications Map (TAM) Infonova was able to integrate IP Centrex service provisioning close to the logical structure of the core system whereas the eTOM framework provided a good track of possible combinations of services to be delivered to external customers, reducing implementation time.

Telekom Austria's IP Centrex solution is a virtual telecommunications system including voice services and all important performance features of VoIP-based extension lines. In practice, one or more locations of a customer are connected to an IP Centrex soft switch via IP broadband access. Any user can have both internal and external phone calls, routed over a hardware device or a so called "soft phone", and assisted by means of "Private Automatic Branch Exchange".

Deployment and Results:

An overall solution has been carried out, fit and proper for an incumbent telephone operator, combining IP Centrex and VoIP expertise from Siemens Austria and Infonova. The IP Centrex Platform, License Server as well as Call Admission Control are hosted and supported by specialists of Siemens Enterprise Communications, whereas Mediation and Billing of IP Centrex Services and Sub-services (comprising VoIP xDSL VPN Service) are managed on the part of Infonova BSS. The highlights of the joint solution are:

- IP Centrex Solution for SOHO/SME Customer
- Seamless IP Centrex service integration to Infonova BSS
- Complete Product/Service Configuration
- Zero Touch Provisioning
- One bill for IP Centrex service
- Bundling with xDSL based Business Internet Access
- Realization of xDSL QoS by IP MPLS VPN solution
- Flat VoIP tariffs with fair use policy



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