

## Case Study

Telekom Austria, Infonova

# Telekom Austria's Quad Play bundle "KombiPaket" leveraging Infonova BSS

### Companies submitting case study:

Telekom Austria  
Infonova

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### Applicable TM Forum Technical Areas:

NGOSS, eTOM, Multi-technology Network Management

#### Viewpoint:

Service provider perspective, System integrator perspective

#### Services:

Voice, Video, Data, VoIP, IPTV

#### Network Technologies:

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

### Business Problem:

Like all incumbents, Telekom Austria's revenues were under pressure from a range of fixed, cable and wireless operators. So the management decided to respond to the challenge by launching a new range of convergent packages leveraging their competitive advantage of being a full service provider. The challenge was to introduce the fixed-mobile convergence for Quad Play offer inside a tight deadline of three months. Telekom Austria wanted to be the first Quad-Player in Austria with an attractive offer of fixed and mobile phone services, broadband internet and IPTV.

### Solution Implementation:

To remove boundaries between fixed and mobile technologies Infonova implemented Telekom Austria as a full-service mobile virtual network operator (MVNO) on top of the infrastructure of Mobilkom Austria, with automated end-to-end provisioning and billing processes for residential clients. Infonova BSS was already in operation in Telekom Austria for IP services and IPTV. Thanks to the flexibility and the NGOSS based open integration layer of the Infonova BSS, it was readily able to support the different products and services to be deployed.

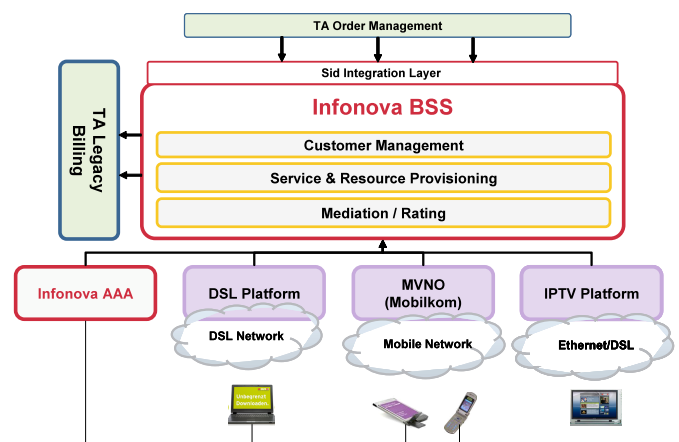
The initial bundle product (called KombiPaket) was launched, comprising fixed line-based ADSL broadband along with mobile telephony consisting of 1-3 SIM Cards as per customer's preference. The Infonova BSS was re-configured to enable customers use their internet accounts to service both their wireline and wireless products e.g. view billing details or buying add-on products like SMS packages.

The Infonova BSS solution in Telekom Austria supports Quad Play offers combining fixed and mobile phone services, broadband internet and IPTV. This is supported by powerful BSS/OSS features such as order-to-cash services, zero touch provisioning, and customer self care options (e.g. ordering, product changes, online statistics). Billing may be performed time based, volume based (UMTS, GPRS etc.), event based (SMS, MMS) or even content based (e.g. in case of value added services).

The supported Quad Play services are: *Broadband IP services / IPTV / Fixed Line Telephony / Mobile internet access via GPRS, EDGE, HSDPA or UMTS*

### Deployment and Results:

Thanks to the flexibility and configurability of the Infonova BSS Telekom Austria was able to launch their Triple bundle offerings within three months. The initial Triple Play KombiPaket, launched in November 2007, reached a customer base of 170.000 within two month.



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