

## INNOVATIVE VALUE ADDED SERVICES

*for customers, and new revenue streams for service providers*



### Overview

A major European service provider selected the Fujitsu platform to deliver Hosted Voice over IP (VoIP) services to small and medium enterprises (SMEs). A key benefit of adopting the Hosted VoIP solution is that it delivers all the services of a premise based IP-PBX without the capital investment or expensive ongoing maintenance costs.

The solution also provides SMEs with cost effective access to advanced communication features, many of which would be unaffordable if delivered through premise-based IP-PBX systems.

### The Challenge

With Hosted VoIP offerings making strong inroads into the SME sector and industry analysts forecast it to be one of the fastest growing markets for the next few years; this European service provider needed to move swiftly to capitalise on the fast-moving market opportunity. Hosted VoIP is a compelling proposition for many SMEs based on:

- Inherent cost savings that a hosted solution provides
- Access to advanced features that were previously unaffordable
- Future-proof to take advantage of emerging technologies

For this service provider, the choice of platform to host VoIP services was crucial to success. It required carrier grade reliability, availability, quality and the capability to scale up rapidly and flexibly to support millions of subscribers. In order to offer a viable alternative to premise based IP-PBX's, the solution needed to provide business telephony features comparable to those of a premise based IP-PBX, as well as providing the fundamental infrastructure to deliver next generation voice and unified communications services. In addition, it was important to integrate into the service provider's existing business support systems (BSS) and operational support systems (OSS) for service provisioning, activation, management and billing.

### The Solution

After an evaluation of the solutions available, the service provider selected Fujitsu to deliver the Hosted VoIP solution. Fujitsu was selected for its ability to contribute as a strategic partner and its unique expertise in integrating best-in-class products.

The Hosted VoIP service uses; one of the world's leading Class 5 Softswitches, supplied by Fujitsu's strategic partner MetaSwitch, integration into the service providers OSS using Fujitsu's FENS, and Session Border Controllers (SBCs) supplied by another Fujitsu strategic partner, AcmePacket. The solution includes everything from dial tone to advanced business telephony features comparable to a feature rich premise based IP-PBX. The MetaSwitch Web self-care system enables customers to register, manage profiles and control their telephone features – all from the service provider's website.

## **The Benefits**

### **Maximise Revenue**

The Fujitsu solution accelerated this service providers entry into this growing and lucrative market. The proven, carrier grade solution provided everything from basic telephony to a full unified communications system; with integrations into the service providers OSS and BSS systems for service provisioning, activation and billing.

### **Minimise Lost Customers**

The addition of a Hosted VoIP solution into its services portfolio enabled this service provider to offer a range of solutions – from premise based telephony solutions right through to fully managed hosted solutions. Existing customers requiring a hosted solution no longer needed to move to another service provider.

### **Resilient, Scalable and Dependable**

Fujitsu's proven carrier grade solution provides high levels of uptime and high speech quality while enabling additional users to be quickly and easily added when required providing a superior service to customers.

### **Up-Sell**

As well as providing standard telephony features, the Hosted VoIP solution is capable of providing advanced services such as unified communications, live message screening, intelligent call routing, find-me follow-me, and more, at an affordable price for the SME.

### **Future-Proof**

The solution was based on open industry standards and fully compliant with IP multi-media subsystem (IMS) architectures, ensuring that the service provider's infrastructure could easily and economically take advantage of future technologies.

## **Implementation**

Fujitsu installed and configured the MetaSwitch softswitch, AcmePacket session border controllers (SBCs) and integrated it into the service provider's existing OSS system using the Fujitsu FENS product.

MetaSwitch enables the delivery of a wide range of VoIP and next-generation telephony services. Core elements include call agents, media and signalling gateways for end office and tandem switching functionality and a unified set of communications services designed to create new revenue streams for network operators. Its open architecture also enables interoperability with a wide range of legacy equipment deployed in the service provider's network

Acme Packet session border controllers (SBC) provide critical security functions to deliver trusted communications across IP network borders. They protect core networks elements, such as softswitches, from signalling attacks by identifying and preventing malicious traffic from reaching the core network.

FENS provides an easy-to-use customer provisioning system, with direct interfaces into the service provider's existing OSS systems to enable an extremely rapid service launch.

## **Expertise**

Fujitsu builds fully-packaged switching and applications solutions for service providers, based on our networking technologies and extensive partnerships with other leading vendors, such as MetaSwitch. Our proven service delivery platforms employ IMS architecture, for deployment in packet-based carrier networks and to accelerate Public Switched Telephone Network (PSTN) migrations.

Fujitsu also provides comprehensive maintenance and support services, including a 24/365 help desk with guaranteed service levels ensuring the high availability of mission critical applications.

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