

## COLLABORATING WITH CUSTOMERS

*to achieve an integrated management solution*



### Overview

Today, all telecommunications Service Providers (SPs) need to integrate a proposed solution with their existing operational support systems, in order to improve efficiency and their capability to respond rapidly to the dynamic demands on their networks. Fujitsu continues to demonstrate the value of face-to-face involvement with SPs and their partners, to realise effective solutions.

### The Challenge

Fujitsu understands that SPs are continually under pressure to achieve rapid returns on investment; be it through the introduction of new services over existing network infrastructure, or via the introduction of new technology. This is achievable by the incorporation of automated service provisioning and fault resolution processes, such that rapid growth in user take-up of new services does not translate into increased operational staffing.

Traditionally, the concept of added value through Operational Support System (OSS) Integration started with being able to receive alarms at a single place for all parts of the managed network. This is now an expected and standard deliverable, with service and equipment configuration taking over as the key requirement. Test, diagnostics and performance-monitoring North-Bound Interfaces (NBIs) are also taking a higher profile, as consumers demand service excellence.

Facing increased competition, SPs know that quality of support is a differentiating factor. Therefore, SPs need a supplier that can prove its ability to deliver a level of integration to their business that fully supports new services or technologies.

A supplier who can participate in a rapid delivery programme is essential, as the traditional spec-design-implement-test 'waterfall' for a complete solution does not meet the timescales for new service delivery.

### The Solutions

#### Standards-Based NBI and Solution Evolution

A key component of management solutions is the efficient handling of end-consumer problems. To achieve this efficiency, Fujitsu has provided NBIs into network solutions since 1994. The essential requirement is to aid problem diagnosis by quickly displaying a set of useful and up-to-date data about a service or connection. Fujitsu's approach minimises the 'time to fix'; merely relying on data which has been exported some time before, although it provides useful history, will not lead to an efficient resolution of a fault.

Recently, a major project required a solution based on Multi-Technology Operations System Interface (MTOSI) standards. Fujitsu worked with the client's OSS developers to define a solution based on Extensible Markup Language/Simple Object Access Protocol (XML/SOAP), bringing forward all the inherent features of previous NBI implementations into the latest standard form.

The requirements for this NBI have evolved as the services have been introduced, and as the client's operational requirements have crystallised internally. Due to the way Fujitsu works, the client has been able to rely on support for specification and design, early software deliveries and shared testing events, as well as full delivery to the project and live deployment. Fujitsu's lead at the TMF in this area will ensure that this evolution can continue seamlessly.

### **Complete Integration Solution**

The client wanted Fujitsu's proposed VoIP solution, but they also needed to have some integration for service provisioning. Through meetings held with the other parties concerned, Fujitsu proposed a provisioning system between the Element Management (EM) and the existing interfaces on the client's OSS. This also involved inter-working with a web-based end-user top-up system, interaction with existing credit-checking systems and a feed into an account control engine. Fujitsu used available technologies to implement the system swiftly, in a number of stages. This allowed the client to launch their product trials on time, followed by a national launch and ramp-up within weeks.

### **The Benefits**

#### **Long Term Evolution and Support**

SPs need commitment to the management solution over the whole lifetime of the product. The solution will need to grow and evolve as the product take up increases, and as the client's competitors try to differentiate in various ways. A good equipment supplier provides that commitment; their own business depends on it, and they have a vested interest in ensuring the most cost-effective and timely management solution – both in the initial stages, and over the full life cycle of the product.

#### **Delegation of Responsibility**

Clients do not always want to divert their own resources, or take on new staff, in order to deliver the management solution. Fujitsu can take on this responsibility, along with the technical lead if necessary, enabling a client to focus on their own product delivery.

#### **Meeting Growth with Minimum Operational Investment**

Fujitsu's clients can rely on having a management solution available at the right time and that can evolve to meet greater levels of integration and usage volumes over time.

### **Rapid Delivery of an Appropriate Solution**

Fujitsu's clients can receive a solution as quickly as possible, to verify the overall solution meets their needs and those of their operational community.

### **Expertise**

As well as having a proven capability to deliver a management solution that is appropriate, timely and capable of evolution, Fujitsu can also offer other services that benefit a SP's business. For example, Fujitsu operates a Network Operations Centre (NOC) to manage all or part of a client's network and services support. Client-owned platforms can be hosted, and OSS/BSS interfaces implemented as appropriate, to fit in with an agreed set of responsibilities.

Fujitsu can offer full project and programme management, extending to OSS delivery as well as network deployment. Fujitsu can also provide a comprehensive fully-managed service, which can be tailored to meet the precise needs of each client.

Importantly, Fujitsu can help clients in all areas of their business. The company has a sophisticated in-house development toolkit, for speedy delivery and rapid development without loss of quality. Fujitsu has proven working experience of dovetailing with a client's 'agile' methods.

Fujitsu's wealth of experience enables efficient adaptation to a client's existing interfaces and allows solution designs that minimise change for the client while reducing costs.

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