

WORKING IN PARTNERSHIP

to achieve rapid deployment of a 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

Quick to Deliver Solutions - Sustaining Mass Deployment

For one client, who ran small-scale trials with manual provisioning of equipment, Fujitsu combined forces with a major competitor, as well as the client's OSS delivery team, to define a bespoke solution for the mass deployment of the client's new Broadband Services. By sharing experiences and exploring new capabilities, Fujitsu developed a comprehensive design that was delivered within a short timescale and exceeded the client's requirements.

The result was a Remote Procedure Call (RPC) based service provisioning interface, consisting of a Provisioning Workflow Tool inter-working with the Element Managers of all parties. The design acted as the springboard for a fully-blown OSS solution from another supplier. Fujitsu worked with this supplier to set up multi-lateral integration platforms, which were used for full client Integration and Test procedures. The systems developed for this application support a large and heavily-used network, with zero-touch provisioning by the client. Fujitsu contributed significantly to the integrity and completeness of the client's OSS solution design.

Working in Partnerships

Fujitsu is able to work with other suppliers (who may well be competitors) and third-party OSS developers to create a solution. Such a scenario recently occurred, where a client wanted to introduce a major Next-Generation Access (NGA) network and to capitalise on the benefits that NBI standardisation could bring. Taking the lead role, Fujitsu defined and detailed the NBI, and also defined how the standard could be used for the new and legacy services.

The use of a carefully chosen third-party software product meant that the NBI was developed within a few months. This facilitated very early testing and proving with the third-party OSS developer. In turn, this ensured that the initial product delivery made to the client matched the capability within the overall design.

This collaborative approach gave the client confidence in a rolling programme, where new services and NBI functionality were evolving. Each new software release was shared with the third-party OSS developer, so that the delivery to the client was exemplary.

The Benefits

Meeting Growth with Minimum Operational Investment

Fujitsu's clients can rely on having an integrated management solution, which can evolve over time to meet greater levels of integration and usage volumes. This means that there is no need to employ staff to deal with manual data entry to multiple systems, or even transfer data between systems, in order to meet the rapid growth phase when a new product really takes off.

Rapid Delivery of an Appropriate Solution

Fujitsu's approach means that the client gets a speedy delivery, to verify that the overall solution meets their needs and those of their operational community, while allowing rapid adaptation to address those needs as they change.

Working with Others

In today's commercial environment, an SP will want to have a number of 'best of breed' suppliers to protect their investments. Fujitsu has a long pedigree of working with such suppliers to define and deliver a solution.

Expertise

Fujitsu has a huge wealth of experience and capabilities that can be harnessed to help clients create a solution to manage their services and network equipment. These cover:

- Flexible, Extensible, Standards-based management software (FENS)
- Standards-based NBIs and active involvement with standards bodies, plus rapid tracking of changes as they emerge
- Sophisticated in-house development toolkit for speedy delivery, with rapid development and delivery methods without loss of quality
- A range of existing alternatives to create an appropriate solution
- A wealth of experience adapting to a client's existing interface
- Previous working relationships with a number of key OSS suppliers
- Proven working with a client's in-house developers, planners and delivery managers
- Proven working with competitors to achieve a 'best fit' solution for the client
- Extensive value-added service offerings such as NOC, NSS, Managed Services
- Proven capability to take on turnkey solutions, project delivery or solutions design

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