

Syndesis Business VoIP Express

Subscriber-Centric Fulfillment for Feature-Rich Hosted Services

- Accelerate business VoIP solution deployment and minimize project risk with a fulfillment platform that is flexible, production-proven and features off-the-shelf support for leading VoIP vendors
- Automate fulfillment for hosted business offerings, integrating management of multi-vendor, multi-technology environments and orchestrating configuration of application-based services and underlying connectivity
- Turn your network into a competitive advantage with intelligent, end-to-end fulfillment that adapts connectivity (e.g., bandwidth, security, QoS) to the often fluid needs of higher-level applications
- Leverage a unified platform to launch and deliver various business services, including hosted VoIP, IP-VPNs, software-as-a-service, hosted applications and speeding new services to market while improving operational efficiencies
- Open service configuration to subscriber customization and control, improving customer satisfaction with self-service portals and on-demand feature changes

The challenge

With shrinking revenue growth from traditional voice services and increasing competition in enterprise markets, communications service providers (CSPs) are looking to new, differentiated and “sticky” service offerings that will secure business customer loyalty, drive new revenue, and ultimately grow margins. If industry forecasts are any indication, Voice over IP (VoIP) has the potential to be one of those services.

VoIP has already gained a foothold in the business market, but the rapid deployment and delivery of business VoIP services and their cost-effective management continue to challenge providers. The distributed nature of VoIP network architectures alone makes service provisioning difficult. Combine that with still evolving VoIP technologies, largely multi-vendor networks and the wide range of closed user group features that business VoIP subscribers demand, service fulfillment becomes particularly complex. Ensuring service quality while VoIP services share network resources with volatile data applications raises the bar even higher.

Introducing Syndesis Business VoIP Express

To enable CSPs to meet these challenges, Subex offers Syndesis Business VoIP Express—a subscriber-centric fulfillment solution that accelerates the creation and automates the complex provisioning of feature-rich business VoIP offerings. Business VoIP Express enables flow-through automation and integrated management for hosted VoIP services including CPE management and coordination of Feature Servers, Softswitches and the underlying data network.

Business VoIP Express is the industry’s first solution to automatically ensure that hosted VoIP services and bundles receive the connectivity and QoS they need. The solution leverages modular components optimized separately to handle the connectivity and application components of a VoIP service, pre-integrated with a service manager that orchestrates between the two. In this way, Business VoIP Express automatically shapes connectivity, regardless of network infrastructure, to meet the needs of higher-level IP voice services and other hosted applications.

By tying QoS and network policies to applications and by eliminating the likelihood of contention within shared resources, VoIP Express enables facilities-based providers to turn their networks into a unique, competitive advantage over Internet-based application providers.

VoIP fulfillment in a box

To speed up solution deployment and enable cost-effective service delivery automation, Business VoIP Express features extensive off-the-shelf support for leading VoIP and other next generation vendors including Sylanro, Sonus, Broadsoft, Alcatel-Lucent, Cisco and more. The solution also pre-integrates the following service fulfillment functions:

- **Data Network and Connectivity Provisioning:**
Automated design, assign and activation of connectivity-based services across multi-vendor, multi-technology networks (including xDSL, FTTx, WiMAX, Ethernet and more)
- **Application Configuration & Management:**
High-volume, automated configuration, management and detailed discovery of applications, feature servers, subscriber databases and other service delivery platforms
- **Service Orchestration:**
Coordination at all layers of the complex relationships between provisioning—VoIP—application and connectivity service components, ensuring complete fulfillment automation for advanced services and bundles, and maintaining a consistent view of individual subscriber services
- **Service Creation:**
Graphically rich service creation environment for rapid definition of innovative service offerings

Business VoIP Express also features a highly efficient management console, which provides integrated views of the service delivery process and unified access to all elements of the Syndesis Express solution architecture. The solution can optionally be integrated with additional components of the Syndesis Fulfillment Solutions suite including our order management and technical workflow, data integrity management and adaptive resource management solutions.

VoIP Express is built on production-proven solutions perfected in the industry’s most prominent next generation service fulfillment projects at CSPs around the world. This industry-leading expertise is why Syndesis Fulfillment Solutions are central components of the Alcatel-Lucent OSS portfolio for Triple Play and next-generation services.

About Syndesis Fulfillment Solutions from Subex

The Syndesis Fulfillment Solutions suite empowers communications service providers to rapidly create and cost-effectively deliver advanced network and application services such as Triple/Quad Play, VoIP, xDSL, Ethernet and IPTV. The Syndesis suite includes solutions that encompass the industry's best practices for automated service fulfillment, resource management, order management, data integrity management and network optimization. With unique, subscriber-centric fulfillment capabilities, the solutions offer the industry's most comprehensive control over both networks and content, streamlining service bundling and accelerating time-to-market.

About Subex Limited

Subex Limited is a leading global provider of Operations Support Systems (OSS) that empowers communications service providers to achieve competitive advantage and deliver new service experiences to subscribers. The company pioneered the strategic concept of the Revenue Operations Center (ROC)—a centralized framework for end-to-end control of a service provider's revenue and costs, fostering operational dexterity for sustained profitability.

Subex's software portfolio powers the ROC, and its best-in-class solutions enable new service creation, operational transformation, subscriber-centric fulfillment, provisioning automation, revenue assurance, cost management, data integrity management, fraud management and interconnect/interparty settlement.

Subex's customers include 32 of the world's 50 largest service providers. The company has more than 150 installations across 60 countries.

For more information please visit www.subexworld.com



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