

VSE NET

Telsis Customer Experience

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Joachim Schärf,
Project Manager, VSE NET



Telsis programmable voice technology deployed by south west German telco VSE NET is on track to pay for itself in a little over a year, the carrier has revealed.

Even though the system is currently hosting just a single service, number portability, the application alone is saving some thousands of Euros per month by enabling VSE NET to bring in-house an essential service that was previously being provided by a third party.

“Even if we stand still and don’t develop and roll out more new applications on the Telsis platform, it will be adding directly to our bottom line within a few months from now,” said Michael Leidinger, general manager of VSE NET. “But of course, the story is that we are not stopping here. The Telsis application server is so remarkably flexible and simple to use. Having launched our first application and met all of our targets, we are planning how we will more fully exploit this remarkable piece of technology.”

VSE NET GmbH is a regional telecommunication provider based in Saarbrücken. Since 2005 the company has been part of the German-Luxembourg group artelis, created when utility companies VSE AG (Saarbrücken) and Enovos S.A. (Luxembourg) combined their operations. The carrier owns a fibre optic backbone some 1,500 kilometres in length, with more than 300 nodes in cities and towns

throughout the German state of Saarland, and in neighbouring Luxembourg. This comprehensive coverage enables VSE NET to serve business customers and public sector organisations with regional-point-to-point connections up to 10 Gbit/s, and through interconnects, onward connections anywhere in the world. It is also the platform from which VSE NET plans to offer a triple play of television, voice and data.

Voice will always remain a critical element of the VSE NET service mix, says Leidinger. “It’s where we came from, and we believe that by building in value-added services we can keep voice relevant to our customers and continuing to generate a strong income stream for us.”

The decision to deploy the Telsis intelligent network application server came at a critical time. VSE NET’s third-party provider of number portability wanted to renegotiate the commercial agreement on terms that were not favourable for the carrier. Leidinger and his colleagues decided that it would be more cost-effective to invest in their own services platform. But with the existing agreement almost at an end, they had little time to make a choice, and to get the technology installed, programmed and live.

Fortunately for VSE NET, a number of other regional carriers in Germany had previously faced similar decisions and some were willing to share their experiences. The references helped build a short-list that quickly came



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down to one vendor. Telsis had a track record in rapid delivery and set-up of solutions, and robust technology that was widely acknowledged to be highly flexible, even in challenging multi-vendor environments.

Decision made, VSE NET set a demanding deadline for installation and commissioning. On time, the Telsis Ocean 2280 application server was installed to interwork with an existing Technicolor Cirpack NGN switch and Siemens EWSD. Telsis engineers then used the system's drag-and-drop graphical service creation environment to create and deploy the number portability application. VSE NET engineers worked at their side in order to become familiar with the simple programming interface. From start to live service switch-on took just five days.

"We knew it would be a challenge, but Telsis met our deadline and we in turn met all of our targets. The application server delivers all that we wanted from the first stage of this programme and we are now turning our attention to the next phase," said the project manager Joachim Schärf.

That next phase will start with a reconfiguration to achieve geographical redundancy. At the same time, the license under which VSE NET operates the Telsis application server will be extended. The first move will ensure continuation of services even if one of the telco's sites is disabled, while the second will enable a greater range of value-added services to be developed and run on the platform.

The Ocean 2280 application server is future proof, able to operate in purely legacy TDM environments, in hybrid networks, and in networks migrating steadily towards full next generation IP technology. It can support the same services in both domains simultaneously, thereby ensuring continuity of service as networks migrate from old to new.

The Ocean 2280 is also highly scalable. It has data capacity for up to 75 million ported numbers, up to 95 million access screening numbers and up to 45 million number translation entries. With all tables kept in memory for maximum performance, the Ocean 2280 supports up to 65,000 simultaneous calls and up to 70 million BHCA. Services can also communicate with external databases or other resources over TCP/IP. This enables the Ocean 2280 to interwork with other network devices – for example a Genesys TServer to provide intelligent call routing as part of an overall customer care solution.

Integrated management of interactive resources is achieved by using resource groups containing call-handling units that have capabilities in common. The Ocean 2280 supports up to 255 independent resource groups, providing enormous flexibility in resource management. Services are created using the built-in service creation environment which enables operators to configure their own services tailored to their particular requirements. The Service Creation Environment enables selection of the required resource group during service execution, different resource groups can be used at each phase of a call, enabling the caller to be connected to the most appropriate resource for each call phase.

This degree of flexibility was a primary reason why the Ocean 2280 was the choice of VSE NET. On top of its plans to offer service to households in the region, the operator has recently been awarded the contract to provide voice and data to all police, fire and local government sites in Saarland, so the need to put in place a platform able to host the widest possible range of services was paramount.

So too was the need for a platform supporting services that, once configured, would need very little input from VSE NET engineers. VSE NET is acutely aware that every intervention racks up OPEX and hits the bottom line. That is why later, the operator plans to add the optional Web interface to the Ocean 2280, enabling customers such as major call centres to self-configure the profile of each of the services they use via a standard desktop browser.

"It will not only help us control OPEX," says Leidinger, "but we also see powerful marketing and subscriber recruitment benefits too. We will be putting our customers in control. None of our rivals offers such a facility"

Leidinger says this double pay-back is only one of a number of ways in which the Telsis Ocean 2280 will generate value for VSE NET. On top of the on-going monthly OPEX savings achieved by bringing number portability in-house, each new service VSE NET engineers develop for the server will bring a separate set of wins – more savings, new revenues streams, stronger customer recruitment and retention.

"One thing VSE NET must not forget is that in a competitive market our very existence relies on providing customers with more value than alternative suppliers can. We are very pleased with our choice of the Telsis Ocean 2280 and are already confident that it can support us in adding value for customers in a way that our rivals are unable to match."

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