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XURA

Digital Communications

Xura Cloud Services for the Telecommunications Market



The key aspects of a cloud-based offering are:

- Improved Business Agility
- Future Proof Service Flexibility
- Costs Tied to Utilization
- Efficiently address business challenges
- Enables optimized resource allocation
- Eliminate the need to own/operate systems in-house
- Maximum Security with minimum risk
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The constant evolution of the mobile network operator

Today's mobile network providers are addressing challenges and disruption at a speed and volume never before experienced. Rapid growth, mergers, consolidation, consumer behavior changes and constant technological changes at every level, from the core network to the handset, must be managed in a manner that assures continued business viability.

Even the very nature of the relationship of the operator to the consumer has undergone dramatic change. The operator once had a de facto ownership of the customer via strict controls over the scope of value added services offered. Now, with the availability of new handset technologies and over-the-top (OTT) services, consumer whims dictate the nature of the service experience.

In this constantly shifting landscape, operators across the globe are exploring ways to improve their sustainability with changes in the licensing, management and delivery models of value added services provided by their messaging and call completion ecosystems (SMS, MMS, RCS, Voicemail, etc...).

Technological advances enable new service options

Service delivery methodologies have completely changed. Technological advances in virtualization and cloud computing capabilities have replaced the traditional bundling of physical hardware with enabling software and components providing a range of new options which include the following:

Software Only

To minimize data center complexities, some operators establish standardized hardware profiles and vendors deliver services consistent with this standardized environment leveraging right to use or capacity licensing models.

Private Cloud

This deployment model delivers virtualized software into an operator managed virtualized environment. The phrase "Private Cloud" aligns with the terminology used by many customers. This deployment option provides virtualization benefits allowing multiple vendor solutions to share the same resources and common management tools. The operator is still responsible for the management, monitoring, maintenance and costs of licenses.

Cloud Based Services

This term refers specifically to the Software as a Service (SaaS) model where software functionality is provided as a standalone service with the vendor responsible for all data center management, monitoring, maintenance and licensing costs. The advantage of the Cloud Service model is that traditional Capex is eliminated and all hidden Opex is replaced with predictable consumption costs that are tied to actual utilization i.e. Pay as you Use. For the mobile network operator addressing constant business challenges, cloud based value added services offer some very distinct advantages.

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These factors contribute to a delivery model which includes scalability, reliability and operational ease. These capabilities are crucial with a Telco-grade service. Added to the factors above, revised business models address return-on-investment challenges. Additionally, elastic capacity and pay-as-you-go allows the minimization of capital investment needed to launch new services plus provides a cost basis in step with revenues.

Advantages of Cloud-Based Value Added Services (VAS)

Improved Business Agility

The deployment time of Cloud-based solutions are shorter, due to a high degree of automation and the on-demand allocation of cloud resources, including applications. This helps reducing the time to business and achieving cost reductions in project costs. Services are complemented by comprehensive managed services subject to strict SLAs.

Future Proof Service Flexibility

Cloud services are generally based on the latest software releases providing maximum functionality. They also leverage the latest virtualization technology, enabling service capacity to flexibly scale up or down as needs or demands change. In the same way, additional cloud services can easily be enabled which contribute to the creating of a service environment that is practically future proof.

Costs Tied to Utilization

The primary promise of any cloud based service is the ability to shift investment from complex and unorganized silos of in-network product functionality to the efficiencies enabled in a unified service environment. This allows the operator to reset service costs by shifting to a simple licensing structure based on actual service utilization. In addition, operational expenses related to the existing data center such as, support, maintenance and surrounding resources may be reduced or reallocated to more strategic projects. Shifting to Cloud based solutions will often uncover previously unknown costs, which are no longer required.

Address business challenges

With the wide range of value added services available from the cloud, the operator may efficiently address a range of business challenges such as multi-site geographies, platform consolidation or end of life systems. Operators can create their own logical evolution path to VAS modernization by gradually migrating to cloud based services in phases, for a smooth, risk-free transition that culminates into sizable and proven TCO reductions.

Robust operations

Cloud service providers are known for utilizing secure, state-of-the art infrastructure that must meet, or exceed, a range of rigid standards including ISO 27001 certification, Payment Card Industry (PCI-DSS) compliance, Sarbanes-Oxley (SOx) and European Data Protection Directive 95/46/EC on data privacy controls and solutions protecting confidentiality, integrity, and availability of organizational data. Often, the robustness of the cloud service infrastructure exceeds that of the operators' facilities themselves making the cloud based service a confident and secure choice.

Use cases for Cloud Based VAS

System End of Life (EOL)

A routine part of the service lifecycle is the replacement of the supporting infrastructure or the upgrading of software versions. When the replacement cycle occurs with products that are gradually shifting into commodities, it forces the evaluation of not only modernizing that particular system but taking into consideration the eventual modernization of the entire messaging infrastructure. In this scenario, migrating the EOL system functionality to run as a Cloud Service addresses the immediate need and allows the operator the flexibility to construct a long term plan to migrate additional services over time.

Platform Consolidation

With the speed of advances in core network technology, the operator may find themselves in a position where the existing VAS infrastructure as a whole will require attention to address new standards. In this scenario, the requirement to invest in upgrading the aging VAS infrastructure to a unified service platform may be an unwanted burden on the organization that can be fulfilled by migrating to the use of cloud based VAS platform.

Multi-Site Service Optimization

Operator consolidation has been a significant factor in the mobile industry over the recent decade. Each merger or acquisition results in multiple network geographies, excess complexity and duplication of staff, software, support, and data center facilities. In this scenario, centralizing solutions will provide expected cost efficiencies through reduction of complexity and operator side data center and operational staff expenses. Utilizing cloud based VAS not only provides multi-site service optimization efficiencies, but also enables the operator to reset service costs to actual usage volumes. This converts operational expenditures into an elastic expense that accurately tracks utilization.

Making the right choice for success

Operators must exercise caution when selecting a cloud based Value Added Services supplier. Suppliers must not only have an intimate knowledge of the telecommunications industry but also a deep understanding of how mobile services function in the real world when successfully adopted by a large numbers of consumers. The telecommunications industry has specific requirements and technical specifications for architectural design, scalability, reliability and security that are different from other industries. Furthermore, each mobile network, geographic region and specific technology has intricacies with particular protocols and interactions that are vital in ensuring inter-operability. Also, regulatory requirements for legal interception, retention of data and data protection are widespread and varied. This rich body of knowledge is not easily gained while maintaining a high level of industry compliance. Therefore, operators should choose a cloud-based VAS supplier that offers in-depth telecommunications skills as well as the capabilities to provide compelling new services.

When delivering new services from the cloud, it is imperative to be able to provide two-way scalability. This means that the systems residing with the operator network must be able to efficiently handle core traffic as well as the newly added traffic, while at the same time the cloud must scale in lock-step as traffic increases. Only vendors such as Xura with a formidable installed base of reliable platforms, can truly bring the expected quality of experience for a suite of telco niche services from the cloud.

Summary

Operators seeking to reduce the cost and complexity of owning and operating a messaging infrastructure find that cloud services are a popular option with many benefits. Cloud services eliminate the need for the operator to purchase hardware or software licenses and generally require only minimal up-front fees and fully cover service management. Plus, by shifting to a simple license structure, ongoing costs are tied to actual service utilization. Cloud services provide other benefits as well including vast scalability and the reliability delivered by expert infrastructure and applications managed services that adhere to the strictest industry standards.

The key aspects of a cloud-based offering are:

- Reduces time to business and project costs
- Future Proof Service Flexibility
- Costs Tied to Utilization
- Efficiently addresses business challenges
- Enables optimized resource allocation
- Eliminates the need to own/operate systems in-house
- Maximum Security with minimum risk
- Clear KPIs, 24/7 support from dedicated team
- Regulatory compliance

These factors contribute to a delivery model which shows scalability, reliability and operational ease all of which are crucial when talking about a Telco-grade service. Added to the factors above, revised business models address return-on-investment challenges. Together, elastic capacity and pay-as-you-go means a minimization of capital investment to bring a new service to life plus a cost base which will be in step with revenues. This protects the margins and assures that newly launched services are financially successful.

We are Xura

We offer our customers a pathway to next generation digital technology. Our thinking unlocks the possibilities of no boundaries communications.

For over 20 years, we have been working with Communications Service Providers (CSPs), operators and enterprises all over the world, helping them to meet the needs of tomorrow's multi-device, multi-services consumers.

We offer clever ways to financially realize opportunities from existing technology, while guiding customers to richer communications solutions by creating innovative products and services to disrupt digital.

We help 8 out of the top 10 global operators reach over 3 billion endpoints.

We are the enabler making the future of digital communications services happen.

Xura. We think beyond

XURA

For more information

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