SNT Multiconnect Moves to Open Infrastructure without Sacrificing Carrier-Grade Availability

ConverCom's Carrier Service Factory Provides Solution based on Dialogic® Components

CASE SUMMARY

Challenge

A forward-looking network operator in Germany, SNT Multiconnect decided to abandon its proprietary infrastructure for a more flexible network based on open standards while retaining the "five-nines" availability of its carrier-grade SS7 network.

Solution

SNT Multiconnect chose ConverCom's Carrier Service Factory, which combines the benefits of conventional SS7 technology with those of open systems by using Dialogic® components and the carrier-grade integration of Envox multi-channel communications functionality. Because of the ConverCom solution, SNT Multiconnect continues to offer the high availability (99.999%) of traditional SS7 systems while benefiting from the flexibility and value-added functionality made possible by open-standards-based systems.

Challenge

SNT Multiconnect, a licensed network operator in Germany, specializes in value-added services and uses an SS7 infrastructure with an Intelligent Network (IN) to provide customer-friendly, economical, and highly reliable communication services that are attractive to business customers and resellers.

In 2005, SNT Multiconnect decided to make some radical and very forward-looking changes to ensure its future and competitive edge. SNT Multiconnect wanted to abandon its proprietary infrastructure for one based on open standards, which would allow more innovation and flexibility in Interactive Voice Response (IVR) and in the development of new value-added services while providing a clear migration path to IP. SNT Multiconnect also sought more variety in the web access and service creation it offered while it continued to provide the high availability of a carrier-grade SS7 network with support for traditional SS7 protocols.

SNT Multiconnect was also determined to enhance its world-class customer care center and add the ability to gather and interpret detailed call records for real-time statistical analysis.

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Solution

SNT Multiconnect implemented its strategy by choosing ConverCom's Carrier Service Factory (CSF) solution, an open architecture, hybrid SS7/IP multi-service platform. Among its many benefits, CSF provides cost savings through Least Cost Routing and Number Portability and streamlined creation and operation of competitive, customized value-added services based on IN routing and media capabilities.

CSF also has a Service Creation Environment (SCE) with a Graphical User Interface (GUI), which allows rapid and cost-effective service creation, and a WebGUI service that gives customers direct access to service data through user-friendly prompts.

CSF Uses Leading-Edge Envox Worldwide and Dialogic® Technology

CSF is based on Dialogic® components and integrates the multi-channel communications functionality of the Envox Communications Development Platform, both of which support open standards and allow easy scalability and a clear migration path to IP.

The integration of Envox functionality enables CSF to provide the next-generation multi-channel value-added services that SNT Multiconnect required for its customers. Those services now include voice, fax, email, web chat, SMS, and video, which greatly enhance caller service choices and employee productivity, both in the office and remotely. SNT Multiconnect is believed to be the first carrier worldwide to integrate such comprehensive Envox multi-channel functionality in an SS7 IN for high efficiency. Controlled by a single service, calls can be routed between the IVR system and IN. Service parts with user interaction (e.g., waiting loop, voice menus, DTMF input) are handled by the IVR, but when a call is forwarded, it is handled by a switch under the control of the IN, freeing all IVR resources.

CSF includes carrier-grade signaling and redundant media boards from Dialogic. Signaling is based on a Dialogic® DSI SS7G22 Signaling Server with Dialogic® DSI SCCP, TCAP, INAP, and ISUP Layers while Dialogic® DM/V1200BTEP Media Boards supply media resources. Dialogic® DSI Components and the DM/V1200BTEP are also used in CSF's test environment. All of these components help CSF to implement innovative, economical, highly available, and easily scalable solutions for resellers and business customers in the European region.

Results

SNT Multiconnect began implementing CSF in stages in early 2006, reaching full availability (and productivity) in early 2007.

The integration of multi-channel communications through CSF has facilitated a new generation of value-added services that SNT Multiconnect is now offering its customers. The flexibility of the system means that customer requirements can be handled very efficiently. CSF also allows SNT Multiconnect to meet regulatory requirements quickly and easily.

Christian Horn, CEO of SNT Multiconnect, cites impressive statistics to highlight SNT Multiconnect's satisfaction with CSF. "According to a study by VATM, the average increase in business across all value-added service providers during the first half year of 2006, compared to the previous year, was 5%. However, SNT Multiconnect was able to increase its business by 28%, thanks in part to our innovative new service offerings. Our future plans? We want to be one of the top three providers of value-added telecom services in the next five years in Germany."

About SNT Multiconnect

SNT Multiconnect is a licensed network operator in Germany, offering nationwide sales, marketing, and customer loyalty solutions through value-added telephone services. The company provides a carrier-grade SS7 connection and a fully redundant Intelligent Network (IN), a combination that can deliver a wide variety of high-volume service applications with high availability.

For more information, visit www.snt-multiconnect.de.

About ConverCom

Based in Thalwil/Zurich, ConverCom (Convergent Communications) has 14 years of experience delivering open-standards-based communications solutions with comprehensive services that include 24x7 maintenance and support. ConverCom's development and test environment includes a wide variety of signaling and media components with access to SS7 point codes, which enables high reliability and continuous product enhancement coordinated with the latest market trends.

For more information, visit www.convercom.ch

About Envox Worldwide

Envox Worldwide is a leading global provider of multi-channel-based voice self-service and contact center solutions. The company's standards-based software dramatically reduces customer service costs, optimizes contact center performance, and improves customer satisfaction.

For more information, visit www.envox.com

About Dialogic Corporation

Dialogic Corporation is a leading provider of world-class technologies based on open standards that enable innovative mobile, video, IP, and TDM solutions for Network Service Providers and Enterprise Communication Networks. Dialogic's customers and partners rely on its leading-edge, flexible components to rapidly deploy value-added solutions around the world.

For more Information, visit www.dialogic.com.

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