

EasyVPaBX

Complete Hosted Telephony Solution for Enterprises and SMEs

Telenor Business Solutions Case Study

www.gintel.com

email: info@gintel.com

phone: +47 7318 7000

Otto Nielsens vei 12, N-7004 Trondheim, Norway



Telenor's Challenge

As the incumbent in a vibrant market place, Telenor is confronted with a variety of challenges, both from competitors and new entrants, and from regulatory pressures that shape market dynamics in Norway. Telenor is also one of the world's leading mobile operators, with many overseas properties. This diverse portfolio means that Telenor is often a challenger operator in its overseas markets as well as the leading player in the Norwegian market. Telenor has both to lead the market and respond to external competitive and regulatory pressures.

This complex situation increases the pressure on Telenor to offer innovative services to its diverse customer base. In Norway, this innovation has been particularly strong, reflecting the lessons learnt from growth in International markets.

However, maintaining innovation is a constant challenge. As the incumbent and dominant player in its home market, Telenor must provide services to cater for the needs of all segments and communities; it cannot selectively focus on a single segment or user group. This means that an extremely diverse product portfolio is required. This could lead to a situation in which Telenor is seen as a jack of all trades, but master of none. In contrast however, Telenor has actively chosen to excel in each segment and to attempt to deliver market leading solutions to all of its subscribers.

Recognising the value of the business and enterprise market, Telenor decided to launch a dedicated business unit focused on this market, Telenor Business Solutions. This unit was then able to invest in specific solutions to address the needs of actual and potential customers. However, this then created a range of new problems.

Telenor Business Solutions opted to deliver its new range of services using a hosted model. This meant that the solutions that they selected would have to be able to be deployed successfully in a hosted environment and offer services seamlessly, with no latency or delay to end users.

In order to be a success the new business unit needed to be able to consistently deliver new and innovative services, quickly and efficiently. In any environment, but all the more so in a dynamically competitive one under the influence of a strong regulator, time to market is a key consideration: ideas mean little unless they can rapidly be executed. In order to meet these evolving requirements, the solution had to be capable of supporting rapid, intuitive service composition. Telenor needed to procure equipment that would allow them to solve these problems, reliably and for the long term.

The Solution

Telenor Business Solutions selected critical elements of Gintel's Easy Virtual PaBX and Easy Virtual Contact Center as the primary service applications for their customer implementations. Using these core applications, Telenor was able to launch a range of services using different brand names to cater for the needs of their business customers.

Gintel offers a range of hosted applications which meet all of Telenor's requirements. Easy Virtual PaBX provides full PBX functionality and, because it is a software application hosted by the operator, it allows any connected device to register and experience the same feature set as a traditional fixed PBX station device. Easy Virtual PaBX provides full switchboard capabilities, offering a console that can be used to manage user mobility and status, with self-provisioning options to ensure that the system is updated at all times as to user preferences.

Gintel's EasyVCC is a complete virtual contact center solution for operators and service providers. Virtual Contact Centers can be created across multiple sites and support nomadic call agents, leading to enhanced flexibility, scalability and redundancy and service level optimisation.

EasyVCC is based on a net-centric architecture, eliminating the need for investment and maintenance of premise-based equipment and thus lowering the threshold for roll-out of advanced customer interaction solutions in new market segments, e.g. for small or virtual organisations. Contact center agents can operate at any location, through any telephony terminal equipment, and the solution can be deployed on all types of telephony network, PSTN, PLMN, 3G, NGN, and IMS.

In order to meet the future service customisation and evolution requirements, Telenor also selected Gintel's Easy Composer suite. Easy Composer enables operators to customise existing services and rapidly create new offers that enhance differentiation and increase customer stickiness. Easy Composer allows services to be assembled from a comprehensive palette of core capabilities. Operators and service providers can leverage this to meet exacting demands from existing subscribers and support innovation to win new ones.

Easy Composer is revolutionary. New services can be designed and assembled "on-the-fly", within hours, not days or weeks, greatly reducing time to market and enhancing operator agility. Operators can both innovate within their markets and respond more rapidly to demand and competitive threats. New services can be launched rapidly and at low cost, reducing the risk of service delivery.

Easy Composer is completely complementary to Gintel's other applications, allowing continual innovation and service differentiation. Easy Composer helps operators develop richer customer relationships, based in co-operation and support. Easy Composer provided Telenor with almost unlimited service creation possibilities via a simple GUI, allowing Telenor to tailor make individual services to meet the needs of specific customers.

Results

Using the unique capabilities of Gintel's Easy Virtual PaBX, VCC and Composer applications, Telenor has been able to create a long list of specialised branded services. These include:

- InTouch – a SOHO market VPBX service
- Central Queue – an enterprise service performing intelligent call routing
- Televote – televoting for major national events with distributed vote analysis
- Cred – card phone service with fraud detection and online POS
- Opplysningen 1881 (yellow and white pages) – net centric routing to distributed call centers
- FIN and NFIN, an environment for modular service composition

The initial service was launched in 1998 and today they service more than 1,000,000 calls each day. They depend on the robust, carrier class architecture delivered and supported by Gintel.

These services have been considerably enhanced over many life-cycles. Gintel's Easy Composer has been fundamental to this effort, delivering to Telenor the capabilities required to allow rapid service creation and customisation in an intuitive manner. The Easy Composer does not depend on a proprietary or complex programming model; instead it leverages a powerful GUI environment. This translates into a service creation model that can be used by a wider range of personnel with little specialist knowledge or training. This has broadened the development community within Telenor, enhancing the prospects for innovation way beyond that offered by traditional equipment.

The results of this can be seen in the range of services that have been developed. Moreover, this has led to the platform being used to develop and deploy services for other segments, as indicated by the Televoting service that is accessed by residential consumers.

Telenor has profited from a complete suite of services, primarily targeted towards the business segment, but with the capability to be directed towards any community they wish to access. The complete offer from Gintel has been supported by the extraordinary creativity that is offered by the Easy Composer toolkit, enabling Telenor to consistently deliver new and innovative services into its market.