



NSN Voice Cloud Solution

About the Speaker

Peter Friedwagner

Head of IT Infrastructure Services



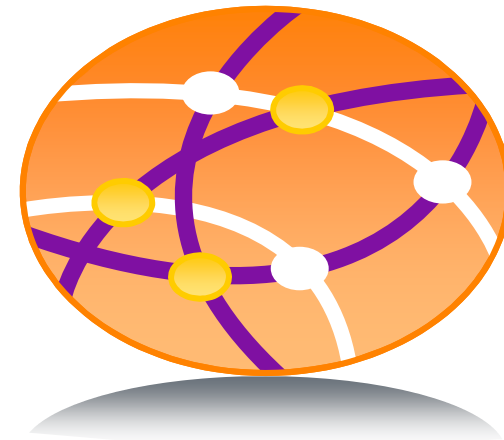
Vienna, Austria

Peter.Friedwagner@nsn.com

https://www.xing.com/profile/Peter_Friedwagner

<http://at.linkedin.com/in/friedwagner>

Phone: +43 676 4056 547



Topics addressed by this presentation

- Company overview
- Cloud as a strategic topic
- Solution overview
- Deployment challenges
- End User Experience

The world's specialist in mobile broadband

The relentless challenges in the world's quest for free, universal connectivity and content are putting your mobile network and your business model **under extreme pressure**

We are the world's specialist in mobile broadband

We bring together the ingenuity of our global community of experts to focus on your biggest challenges.

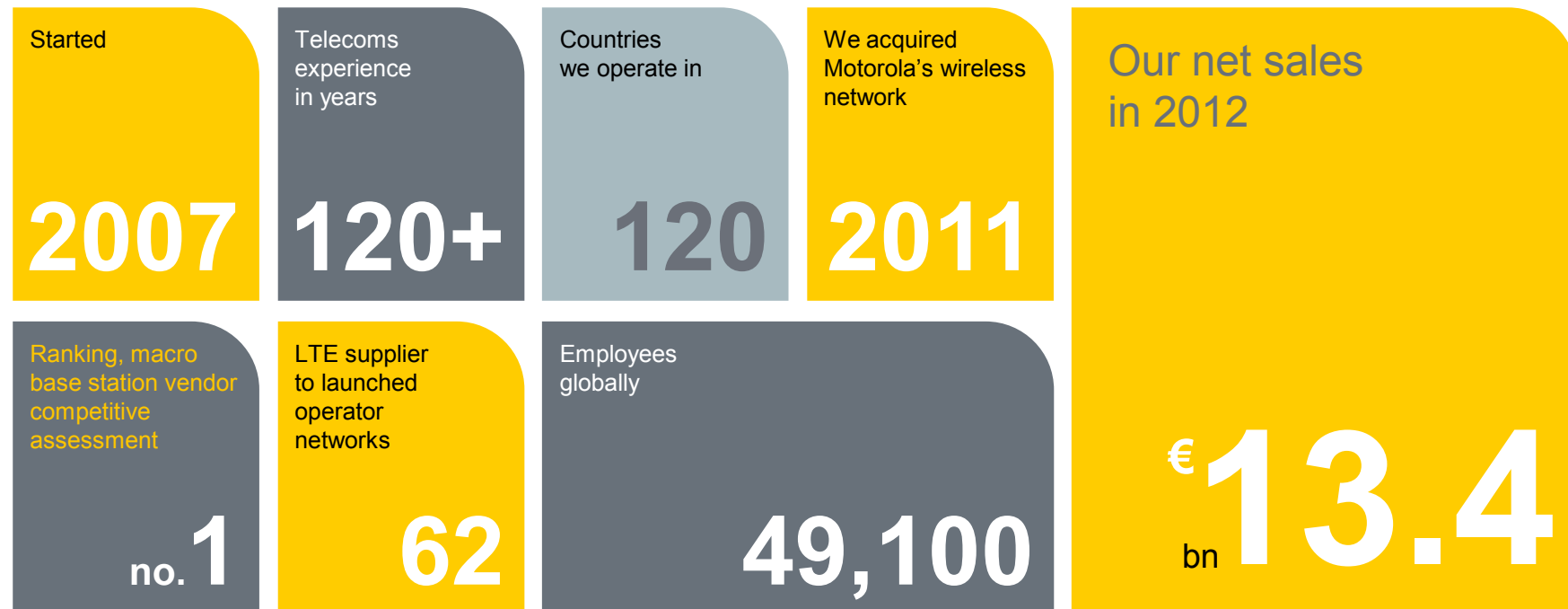
The expertise of specialists in mobile broadband, through smart technology and smart people

With an inspiring mission that's centered on developing profitable businesses with our customers from the ever-growing possibilities of universal connectivity and content

And as the world's mobile broadband specialist, we deliver

- the most efficient mobile networks
- the intelligence to maximize their value
- the services to make it all work together seamlessly

Global company with a rich heritage



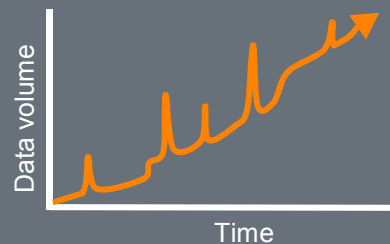
Every day, a quarter of the world's population connect over our infrastructure and solutions



Why do operators need Telco Cloud

Requirements towards the network constantly change

Unpredictable data growth



Drivers:

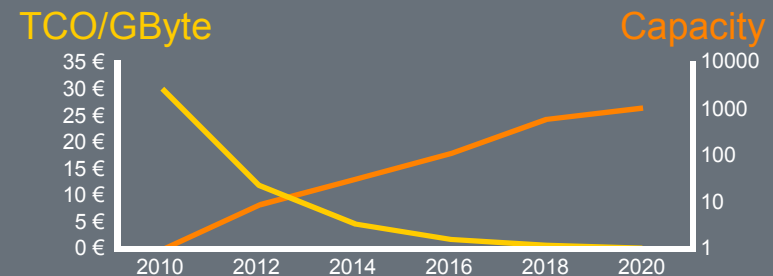
- 3D & HD video
- Video integrated everywhere
- Connected objects



- Network experience becomes a revenue driver
- “Real time” customer experience insight & action

Deliver best user experience

Drastic reduction of TCO per GB needed



Time from code to production launch



**Faster innovation cycles
for topline growth (SW only)**

Cloud in IT Infrastructure

Architectural principles and requirements: overall and for UCC specific

Overall principles

- NSN IT services are accessible at Any Time, Any Location and Any Device, therefore
 - Data is stored centrally
 - Strong authentication to ensure secure access
- NSN prefers SaaS, off the shelf and best-of-suite solutions to ensure
 - Global availability
 - Shorter deployment
 - Minimal customizing
- Each NSN IT service may be provided as a Service from the Cloud (I/P/SaaS)
 - Context (private, hybrid or public) depends on classification of the data
 - Data class determines security domain and allowed cross domain transactions
 - Upon service termination: transfer and wiping must be ensured

Specific requirements for UCC

- Collaboration and Communications with NSN customers and NSN collaborators is essential, therefore we require
 - The possibility to establish Federations
 - The availability of secure standard protocols to ensure interoperability *with competitive products* used by other businesses and *within the “vertical stack”* (e.g. person-to-person video, midsize video, high quality video)
- To increase productivity, seamless integration of the UCC products into the office suite and the use on any device is required to enable
 - One-click communication
 - One-click meeting
 - Easy and fast reservation
 - Any time, any location availability

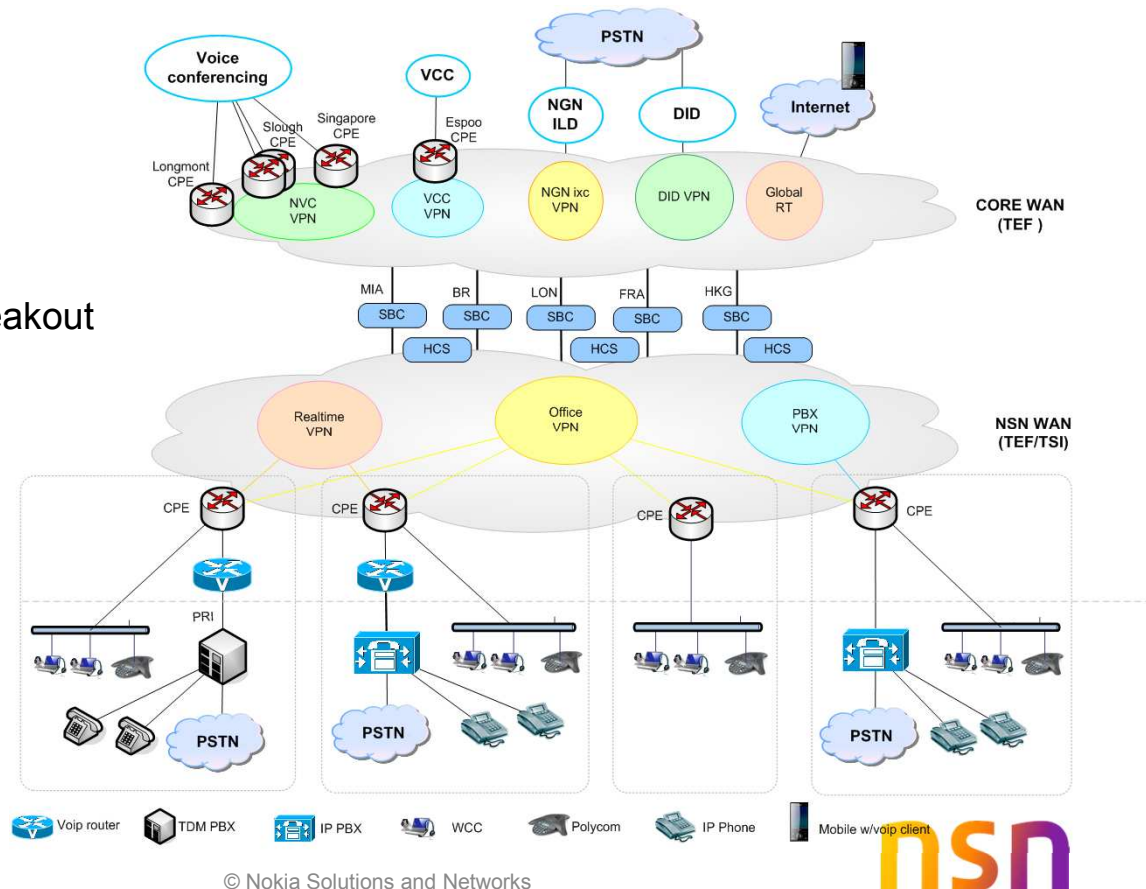
Facts & Figures, solution overview

Key Services :

- Cisco Webex Meeting Center
- Cisco HCS Service Cloud (Telefonica)
- Voice Conference integration & PSTN breakout

Monthly stats :

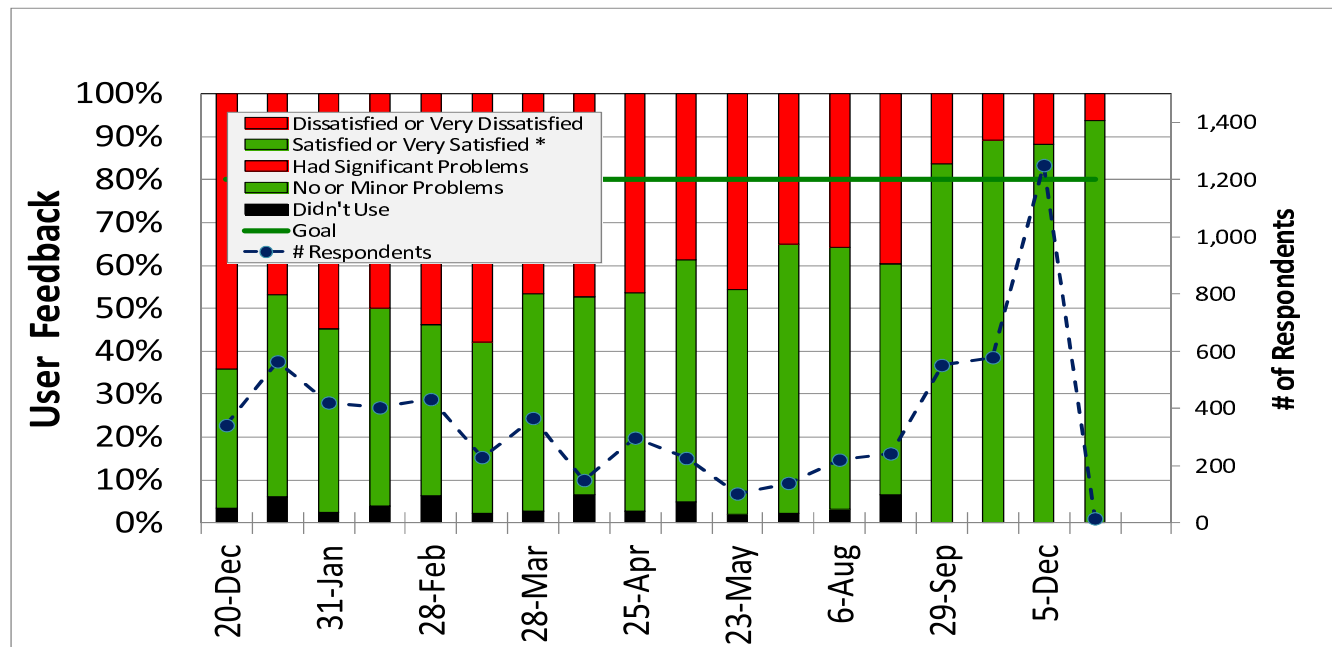
- 30 k active VOIP users.
- 30 k virtual meetings, 500 k attendees
- 30 mio conference minutes



Deployment challenges

- End User Environment
 - PC Hardware Requirements & Headset dependencies
 - Home office setups
- Office & Network Environment
 - WLAN management
 - Multi Vendors WAN QoS
- Cisco Specific
 - Identity management integration, Single sign on
 - Unexpected amount of technical errors in the client product
- Collaboration with suppliers / providers
 - Complexity of support model with multiple players

New voice Solution increased end user experience from 36% to 90%+



“How satisfied are you with Voice Conferencing Services”

Google

Peter Friedwagner



Thank you

