

Case Study

Telekom Austria, BearingPoint INFONOVA GmbH



Infonova BSS for IPTV at Telekom Austria

Companies submitting case study:

Telekom Austria
BearingPoint INFONOVA

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Applicable TM Forum Technical Areas:

NGOSS, eTOM, Multi-technology Network Management

Viewpoint:

Service provider perspective, System integrator perspective

Services:

Voice, Video, Data, VoIP, IPTV, VPN

Network Technologies:

Mobile GSM/GPRS, Mobile Edge/UMTS, Cable, Broadband, Fixed Line, DSL, IP, WiFi/WiMax

Business Problem:

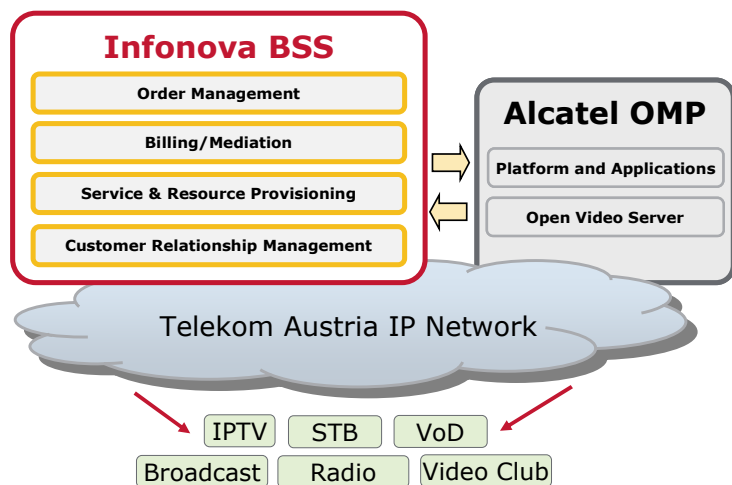
To follow market trends and to offer new emerging services like digital TV or Internet video to homes over telephone lines Telekom Austria decided to implement an IPTV platform based on Alcatel-Lucent's OMP IPTV platform. To support basic fulfillment and billing processes for these services, Telekom Austria had to integrate the platform into their existing BSS/OSS system architecture.

Infonova BSS - which was already in place for supporting IP access and core services – was chosen as main integration system. Main reason for this decision is the flexibility of Infonova BSS which is based on the open interface layer and the configurable process management and billing capabilities.

Solution Implementation:

The starting point for an overall solution design was the definition of end to end fulfillment and billing processes based on NGOSS/eTom. Thereafter the detailed integration processes were defined following TMF guidelines for data modeling and interfaces. The underlying principle was the use of a service-oriented architecture (SOA) approach which plays a highly important role in developing a flexible next-generation service management platform.

Based on the overall architecture guidelines the new service components were modeled within Infonova BSS. These services include access based IPTV line, basic broadcast, premium broadcast, radio, basic video on demand, video-club, and Set-Top Boxes (STBs). The open integration layer of Infonova BSS supports the full integration into existing Telekom Austria OSS/BSS platforms including the legacy order management and overall POTS billing system. The integration is fully based on TMF SID standards.



Deployment and Results:

Infonova BSS provides the IPTV core functionalities regarding Service Activation, Billing/Mediation, Order Management and Customer Self Service (TV and Internet Portal). Therefore the solution is becoming Telekom Austria's central service management platform for service oriented, convergent, integrated and flexible communication, collaboration, multi media and ICT application services with IP as underlying convergency medium. Currently Telekom Austria signs up an average of 1,000 new households each week for its IPTV service (called aonTV), and hopes to extend its coverage to 50% of the country's population by the end of 2008. In April 2008 the IPTV offering has become an integrated part of Telekom Austria's quad play product offering. The basis for the easy integration into this bundle offering was the tight integration of the IPTV service into Infonova BSS.