



TELENITY, INC.
Monroe, CT
United States of America
www.telenity.com

INDUSTRY:
Communications

ANNUAL REVENUE:
Private Company

EMPLOYEES:
125-130

ORACLE PRODUCTS AND SERVICES:
Oracle BPEL Process Manager
Oracle Portal
Oracle Reports

KEY BENEFITS:

- Open standards compliance
- Ease of integration
- Ease of customization
- Ease of use
- Flexibility
- Programmability
- Performance Scalability
- Reliability

Simplifying the Integration Challenges of an SDP Environment: How Canvas® CSP does it?

"The ease of integration in a service delivery environment is of paramount importance. Achieving this objective around open standards while maximizing flexibility and programmability continues to be a challenge. Based on our experience, Oracle's BPEL Process Manager is one of the few products that can step up to this challenge" – Dr. Gurol Akman, CTO, Telenity, Inc.

The past few years have been exceptionally exciting and challenging at Telenity, especially on the service delivery front. As early as 2006, Telenity already had in store several high-value building blocks toward a reusable SDP architecture, yet were lacking some other key components. Among the most notable were flexible business process management and service orchestration tools for integration purposes, an easy-to-use portal framework for building commercial-quality user interfaces, and a comprehensive set of reporting tools for compiling and analyzing large amounts of data to generate customized service/traffic reports.

In 2006, Telenity evaluated and compared technology alternatives in each domain before settling on the Oracle SOA Suite 10g solutions (namely, Oracle BPEL Process Manager, Oracle Portal, Oracle Reports) in all three areas later in the year as integral parts of Telenity's end-to-end SDP offering, known in the market as Canvas® CSP, Converged Services Platform.

Telenity conducted the evaluation against a well-defined set of technical and commercial criteria in all three domains and the alternatives entertained included not only commercial but also open source alternatives, and remained confident, from day one on, that the technology choices were the right ones. Over the course of past 3 years, Telenity witnessed further proofs of this, as several operators successfully deployed the Canvas® CSP solution and have been delivering services in an effective and efficient manner. Like in many other cases, Nawras, the second leading operator in Oman, illustrated that Telenity's initial bet on the Oracle BPEL Process Manager and other Oracle products was indeed the correct one.

Client Overview

Launched in Oman in 2005, Nawras is a joint venture between Qtel (a fixed and mobile operator in Qatar), TDC (a leading European operator in

“Nawras is excited to be in early deployment of Service Delivery Platform (SDP) for its brand-new network. Building the SDP environment from the early stage gives us the competitive edge and enables us faster time-to-market and simplified service integration.”

**– Nasser Esfahani
Head of Engineering
Nawras**

Denmark), and local Omani partners. At 2.5 years into operations, Nawras was selected as the Middle East operator of the year.

Key Challenges Faced

Top 3 challenges faced by Nawras prior to SDP deployment were:

1. Need for a variety of charging models for premium services
2. Complexity of integration with multiple content providers
3. General lack of quality in service/customer-oriented policies

Support for Flexible Charging Models

Canvas® CSP exploited the Oracle BPEL Process Manager to provide Nawras with a precise and reliable charging mechanism for premium services where customers are charged for services actually utilized – as opposed to services requested but not delivered for one reason or another. Thanks to an array of purpose-built BPEL workflows, Nawras is now able to perform mobile originated/terminated charging and refills, push-pull services charging, subscription based charging in an entirely flexible manner. Using the graphics-based Oracle BPEL Designer tool, it is possible to modify with ease the existing workflows or create new ones to accommodate charging model/flow changes.

Dealing Effectively with Multiple Content Providers

A direct implication of being able to support multiple content providers was the considerable amount of customization needed in almost every aspect of dealing with them. In the Nawras case, examples include, but are not limited to, the need for custom look-and-feel as part of the Canvas® CSP partner portal, diverging ways of handling new service/offer activation requests initiated by various parties (partners/groups/users) through the partner portal, to be in a position to apply different policies to different parties, and, last but not the least, being asked to supply a different set of reports for each. None of these would be easy to achieve without the joint set of capabilities provided by Oracle BPEL Process Manager, Oracle Portal, and Oracle Reports products.

Simplifying OSS/BSS Integration

Much of the challenge faced during OSS/BSS integration of Canvas® CSP at Nawras involved charging and provisioning related integration. In both cases, Telenity’s decision to implement the required service logic in the form of

custom BPEL workflows simplified the integration effort considerably and made it future-proof. Any future changes can easily be accommodated, without requiring code-level changes

Summary of Business Benefits

Today, Nawras is able to offer innovative messaging services contributing to increased data ARPU at significantly lower cost. The modular architecture of Canvas® CSP, featuring Oracle BPEL Process Manager, Oracle Portal, Oracle Reports, enables effective management of multiple content providers and delivery of third-party premium services for reduced CAPEX/OPEX. A further advantage of Canvas® CSP is that it allows Nawras to leverage existing investments with a flexible migration path to converged voice, data, and video through a single integrated environment.

Why Oracle?

After a comprehensive evaluation in the areas of business process management, portal frameworks, and reporting tools, Telenity settled on the vendors/products/technology to use as part of its Canvas® CSP offering. From a standards perspective, support for BPEL 2.0, JSR-168 and WSRP (portlet) standards were all considered to be essential and Oracle's commitment to fully support them as part of the Oracle BPEL Process Manager and Oracle Portal products played a key role in the final decision. Also of crucial importance were flexibility, usability, scalability, and reliability of the selections made. With its built-in support for web services (which simplify the integration process considerably) and solid performance even under heavy load (when too many instances of long-lived workflows execute concurrently), Oracle BPEL Process Manager served well to meet the reliability needs. The graphics-based BPEL Designer tool was instrumental in rapid construction of new workflows.

Implementation Process

Telenity's collaboration with Nawras around the SDP project comprised a number of steps (all the way from joint technical specifications creation to systems integration and acceptance testing) and took about 6 months. The strategic partnership between Telenity and Oracle played a key role during this interval for timely resolution of technical issues and in the overall success of the project.

Telenity is a leading provider of next generation converged services and applications for communications networks. Telenity's market ready software solutions include: integrated advanced messaging (SMS, MMS, USSD) applications, innovative value added services (personalized call management, mobile collect call, missed call notification, voice/video mail, multimedia ringback tones, location-based people finder); and reusable service delivery components (messaging gateway, 3rd party access gateway and location gateway) enabling rapid service creation and deployment. Telenity's worldwide customer base includes network operators, service providers and application providers serving over 300 million customers.