



System Provider Customer



Carrier Customer

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SPiRiT Powers Veraz IMS Softclient to Ensure End-User Satisfaction in Telecom Italia NGN Networks

INTRODUCTION

IP Multimedia Subsystem (IMS) is a vital enabling technology for the upcoming world of converged communications and value-added services, ever-available from any access device. To stay competitive and profitable in this game, telecom operators have to adopt the All-IP transition strategy. Migration towards a softswitch-based multi-tier IMS architecture is a part of it. IMS delivers long-term core networking efficiencies and VAS support.

In today's highly competitive telecom market the perceived quality of service has become a major differentiator in users' decision to buy/use a service. However, Next Generation Networks on their own do not guarantee the end-to-end quality of data transmission in general and the quality of voice and video in particular. The demanded carrier-grade quality level in popular PC-based communication services (already used in a way by about 60 percent of operators' customers) can be only achieved in case of end-to-end managed service in the carrier's network. This makes the intelligence of terminal products (softclients) an important factor both for operators to secure positive end-user experience and for NGN solution vendors to achieve dominant market position with their operator customers.

CARRIER CUSTOMER

The Telecom Italia Group is the largest Italian telephone company, active in wireless and wireline telecommunications, the Internet, and TV broadcasting fields in Europe and Latin America. The teleco's integrated range of offerings, proprietary platforms and advanced network architecture leverages the full potential of fixed-line and mobile broadband to offer convergent solutions for communication, websurfing, always-in-touch services and, more generally, serves as a gateway to the digital world from the home, the office and on the move, from any mobile phone, fixed-line telephone, PC or TV.

In 2007 Telecom Italia started a major program for introduction of Next Generation Network in the new access network, with the aim of enabling advanced services and progressively replace traditional POTS network.

SYSTEM PROVIDER CUSTOMER

Veraz Networks Inc. (www.veraznetworks.com) is the leading provider of application, control, and bandwidth optimization products that enable the evolution to the Multimedia Generation Network (MGN). Service providers worldwide use Veraz MGN portfolio to extend their current application suite and rapidly add customized multimedia services that drive revenue and ensure customer retention. Veraz IMS softswitches allow service providers to quickly and efficiently migrate from traditional to Next Generation all-IP networks, suitable for implementation of innovative fixed-mobile convergence and multimedia services consistent with emerging IMS standards. IMS softswitch from Veraz is accompanied with their proprietary softclient verazVirtu.

CHALLENGES

To secure positive end-user experience from PC-based communication services for subscribers of Telecom Italia and its other operator customers, Veraz needed to update their voice processing solution and add video into their softclient. The solution offered by their previous provider could not secure the demanded end-to-end quality, an important decision-influencing factor for Veraz carrier customers.

Veraz needed a flexible and cost effective solution, interoperable with legacy applications and able to provide carrier-grade voice and video quality under different network scenarios over a wide range of networks.



■ Telecom Carriers via their Service Providers can now benefit from IMS-ready high quality voice and video over IP solutions by SPiRiT

SOLUTION

Having tested several solutions available in the market, Veraz turned to SPiRiT to guarantee the premium quality of service for its demanding customers. SPiRiT's solution proved to be the best choice both in terms of quality and feature-set as compared to its major competitor.

TeamSpirit® 3.0 Voice&Video Engine PC is a complete, pre-integrated IMS-ready solution to provide wideband voice and smooth video for NGN terminals. Thanks to SPiRiT's unique proprietary technology, the Engine successfully solves all the issues encountered in V2oIP communications, including voice and video synchronization and WiFi specific issues.

The TeamSpirit® Engine seamlessly bundles standard and proprietary wideband voice and video codecs, echo cancellation, noise suppression, packet loss concealment, jitter buffer, voice/video synchronization, CPU load control, etc., allowing easy integration into complex products designed to deliver high quality voice and video over IP. The Engine supports a wide range of IMS features, including 3gp voice/video sharing, 3gp voice/video recording, discontinuous transmission, RTSP/SDP protocols and push-to-talk, and is compatible with Microsoft® Windows® 98/2K/XP/Vista, Apple® Mac OS X, and Linux operating systems.

RESULTS

The TeamSpirit® Engine was successfully integrated into Veraz's IMS softclient, providing the premium quality of voice and video for end user satisfaction. The softclient solution proved its compliance with the strict carrier-grade requirements and was deployed by Telecom Italia to transport, convert and manage voice and multimedia traffic over both legacy and IP networks.

By now, wireline, broadband and wireless service providers in dozens of countries have already deployed Veraz's IP product suite powered by SPiRiT. The softclient has generated additional revenues for both Veraz Networks and telecom operators.

CUSTOMER REFERENCE

"Delivering premium voice and video over IP functionality is the key differentiation that SPiRiT's voice and video engine brings to the Veraz IMS client. As a front end to the Veraz IMS core, the SPiRiT-enabled Veraz IMS client will allow our customers to quickly generate revenue from innovative multimedia services. In practical evaluations, SPiRiT technology has been thoroughly measured against the requirements of Veraz customers in a number of comparative tests. SPiRiT was found to be the best choice from an engineering and business perspective. We are excited to partner with SPiRiT, a global leader and expert in voice & video engines, to provide our customers with a proven and unprecedented media quality in IMS services."

Francesca Puggioni, Head Corporate Business Development, Veraz Networks Inc.

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Head Corporate Business Development
Veraz Networks Inc

SUMMARY

CUSTOMER	CHALLENGE	SOLUTION	RESULTS
<p>System Provider: Veraz Networks, Inc.</p> <p>Carrier: Telecom Italia</p>	<p>Providing proprietary IMS-ready softclient with high quality voice and video processing to meet operator's requirements and secure positive end-user experience.</p>	<p>TeamSpirit® 3.0 Voice&Video Engine PC</p>	<p>The high quality end-to-end communication experience is guaranteed to Telecom Italia subscribers by SPiRiT-enabled Veraz IMS PC client.</p>

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