IPX Signaling-Control

Creating competitive advantage through investment in signaling-control solutions

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IPX Environment

- Requirement for converged services
  - SS7/C7, ENUM, DIAMETER, SIP
    - More complicated than originally envisioned by the GSMA

- Every customer wants something slightly different
  - Signaling interworking
  - Legacy equipment “tweaks”
  - Customized policies

- Super high volume services
  - Infrastructure scaling is a major issue

- Cost conscious environment
  - High revenue but low margin business

How do we build a business that creates above average return in this environment?
Align technology with business requirements

Three recommendations for building a better IPX

- Combine signaling-control services on a common platform
  - SIP, ENUM, DIAMETER, SS7/C7
    - Multiple silo solutions are complicated, hard to scale and expensive.
    - Multiple silos make interworking difficult to implement.

- Separate OSS/BSS from real-time signaling control
  - LCR example
    - LCR policy engine is an OSS function (i.e. Ascade/CSG)
      - Key value proposition in OSS is flexibility
    - Real-time LCR implementation is signaling-control function (i.e. NetNumber)
      - Key value propositions in signaling-control are speed, reliability, scale.

- Embrace NFV
  - Faster scaling of services
  - More efficient utilization of hardware assets
Reduce your number of vendors, reduce the number of systems you manage, minimize the moving parts in the solution.
Creating competitive advantage
Signaling-control as service differentiation

● Common signaling-control platform
  - SIP, ENUM, DIAMETER, SS7/C7
    - Faster delivery of customer specific services
    - Unlimited interworking flexibility (new features)

● Separate OSS/BSS from Signaling-Control
  - LCR, PCRF, OCS, HSS, etc.
    - Flexibility to invest in “best of breed” OSS features as they become available without being forced to tear-out your network infrastructure

● Embrace NFV
  - SBC, MGCF, Signaling-Control
    - Cost effective scaling
    - Timely capacity scaling

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Thank You
Panel discussion questions

- Are there any real-world examples of separation of OSS policy-control from real-time signaling-control implementation of the policy in the network?

- Are NFV deployment of core network services a reality today or just a vision?

- Are multiple vendors working on the concept of combining multiple network functions onto a reduced number of platforms?