

In today's highly competitive environment, Telecommunications service providers are challenged with the delivery of new value added content and services while minimizing the time-to-market. As the providers rely on expensive infrastructure that is rapidly commoditized, it is critical to manage this infrastructure better, faster and cheaper than ever before. Business Process Management software combined with Open Source and standards based technologies enable the telcos to achieve the flexibility and sustainability.

With Intalio's Open Source Business Process Management System telecommunication firms across the world improved agility while reducing the costs and retaining their competitive advantage (see references below). A comprehensive list of the telecommunications companies using Intalio is available at: <http://www.intalio.com/industries/communications-media>.

THE OPEN SOURCE BUSINESS PROCESS MANAGEMENT SYSTEM

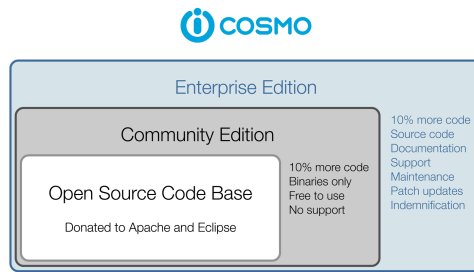
Intalio built the leading Open Source Business Management System (BPMS) for enterprises. Our enterprise BPMS embraces open standards and doesn't rely on any proprietary technologies. Intalio|BPMS provides all the components required to design, deploy, and manage the most complex business processes, including business activity monitoring, business rules management, document and content management, system integration, business-to-business protocols and web portal tools.

DEVELOPING NEXT GENERATION OSS

Intalio|BPMS has been successfully deployed to help telcos develop new infrastructure and services in the following areas:

- Service Provisioning
- Infrastructure Management and Construction
- Real-time BPM
- On Demand services
- Number Portability

COSMO



Originally created by Intalio, Intalio|BPMS Enterprise Edition is licensed under the Commercial Open Source Model (COSMO) and provides customers the following benefits: access to 100% of the source code, rights to modify the original source code without IP contamination, and rights to use the original source code in perpetuity after the first year of subscription, even if the subscription is not renewed.

The COSMO model enables customers to use enterprise-class software with a pay-as-you-go model. Partners can choose a product based on industry standards (BPMN and BPEL) and download Intalio|BPMS Community Edition for free, train their staff about standards and best practices of customer-led BPM projects, build a Proof of Concept, deploy in a controlled production environment, customize the process, validate the solution, and only then — call the vendor to buy a subscription for support . This entire process enhances partner’s expertise while saving a lot of time and money for their customers as they get the best value out of the BPM.

The COSMO model also provides buyer protection in two main aspects. First, a company that buys proprietary software is locked in to a vendor. If that vendor goes out of business, or is acquired by another company, there is no guarantee that the product will be further developed, or even maintained. With the COSMO model, the customer has the rights to retain and modify the software in perpetuity. In addition to Intalio’s own community, partnership with Open Source bodies such as Apache Software Foundation and Eclipse Foundation grants access to tens of thousands of dedicated experts. Second, the software license used by Intalio|BPMS Enterprise Edition provides indemnification to customers, should any Open Source component embedded into the software violate any third-party IP.

DEMAND DRIVEN DEVELOPMENT

Demand Driven Development (D3) is Intalio's community product management methodology. D3 syndicates enhancement requests amongst the Intalio community, and provides a program to sponsor and accelerate the development of the required features. D3 allows users, customers, and partners to prioritize and collectively fund the development of new product components and features. D3 was launched in 2006, and has since delivered over 25 projects, ranging from minor enhancements that took a few weeks to deliver, to major components that required multiple person-years of research & development, and budget over \$1M.

TELCO REFERENCES

Intalio aided many telecommunications firms around the globe, including:

- Avaya – United States
- British Sky Broadcasting – United Kingdom
- Cyberlink Internet Services – Switzerland
- France Telecom – France
- GammaTelecom – United Kingdom
- Mobitel – Slovenia
- Nokia – United Kingdom
- Nokia Group Finland – Finland
- Nokia Networks Germany – Germany
- Orange France – France
- Perceval – Belgium
- Plexus SL – Spain
- QuetzalX – France
- R Cable y Telecomunicaciones Galicia SA – Spain
- SITA – Switzerland
- Tel-Lab International Sdn. Bhd. – Malaysia
- Telcordia – United States
- Telenor – Norway
- TeliaSonera Finland – Finland
- Vodafone Group Services Limited – United Kingdom
- Worldspan – United States
- Telstra – Australia
- UAB Omnitel – Lithuania

TELIA SONERA REDUCES COSTS FOR NEW TOWER CONSTRUCTION



TeliaSonera provides telecommunication services to over 115 million subscribers in the Nordic and Baltic countries, in Spain and the emerging markets of Eurasia, including Russia and Turkey. The company is the fifth largest local operator in Europe and is also one of the founders of GSM (Global System for Mobile Communication). TeliaSonera in Finland deployed Intalio for managing the installation and maintaining its cell phone network.

The Problem

To support growing customer demands of high quality networks the company decided to construct new antennas that offer 3G networks. The complex construction process involved many parties such as builders, planners, buyers and local provisioning services. Due to lack of an automated system, the construction management presented a challenge to the firm. Measurement of performance against contracts and deadlines became a resource drain that the company could not afford.

The Solution

Connecting multiple human participants with a dizzying array of applications and technologies is the key for an effective process deployment. Managing the complex relations between the people, applications and interfaces required feedback from business analysts and IT staff.

Intalio|BPMS created and deployed a multi-step process that verified baseline data, allowed planners to estimate the time to completion and selected resources needed for the job, and worked with external providers to coordinate ordering and shipping of materials.

To notify the affected participants and ensure quality of the project, changes in the field are tracked throughout the entire system. With Intalio|BPMS, TeliaSonera’s contractors, partners and builders were able to change configuration parameters or equipment requirements on the fly.

“Our construction processes are key elements in our business. So it makes Intalio very important to us.”

Jukka Kilpiö
Development Manager
TeliaSonera Finland

The Benefits

Intalio’s successful implementation enabled TeliaSonera to:

- Automate tracking of materials and services
- Expedite scheduling across supply chain
- Reduce costs associated with human errors

Using Intalio|BPMS provided TeliaSonera with an automated way to track the delivery of services and materials from employees and contractors. Reduced costs of construction resulted from fewer human errors in data management. The BPMS offered management with better capabilities to analyze performance and greater visibility into the status of the project. These data insights will improve the performance of future development projects.

TeliaSonera can now make sure that every phase of a process is complete and error free. For example, the mobile contractor cannot begin his or her job before the transmission



| TELECOMMUNICATIONS

process finishes. As soon as the transmission job is completed, the mobile contractor is notified to start construction right away. Throughout the construction process TeliaSonera can make sure contractors finish their jobs on time.

Intalio's adherence to standards such as BPMN and BPEL met TeliaSonera's decision criteria. In addition, transaction support offered by Intalio made it the obvious choice for TeliaSonera.

AVAYA DECREASES LATENCY FOR VOICE OVER IP APPLICATION



Avaya is a global provider of business collaboration and communication solutions with headquarters in United States. Avaya embraces open standards to offer seamless and effective collaboration platforms for its customers. Intalio enabled Avaya in US to build a real-time telecommunications platform.

The Problem

Avaya provides custom telco platforms to large organizations that are demanding more and more services in a very competitive environment. This can only be achieved with a strong and highly flexible platform that supports connection of thousands of different types of devices very quickly without compromise on quality of service and latency. A platform that is simple to use and allows fastest deployment of a custom solution presents a challenge while operating under demanding technical constraints.

The Solution

The solution comes from the tight integration of a highly scalable, open source and standards based service bus – ServiceMix – with real time BPEL processing. Intalio|BPMS with Intalio|ESB powered by ServiceMix provides just that, and Avaya successfully demonstrated the ability to handle round-trip communication between any two devices, all plugged into the platform through the JBI standard, in real-time, that is with latency below 14ms.

The Benefits

Avaya realized the following benefits with Intalio|BPMS :

- Saved thousands of person-hours with orchestration of thousands of services
- Improved customer satisfaction with guaranteed latency below 14ms
- Increased scalability giving Avaya added resources to handle customer load
- Ease of integration between BPEL and JBI

“I would like to say thanks for the after hour help during the last 2 days. I think the training sessions have helped us get a better understanding of the Intalio tool. The energy and flexibility you demonstrated is yet another encouraging sign for a fruitful relationship.”

Joon Young Kim
Developer
Avaya

TELSTRA REAL TIME CONTROL OF PROCESSES



Telstra is Australia's leading telecommunications and information services company. Telstra offers a full range of services and competes in all telecommunications markets throughout Australia, providing more than 8.3 million Australian fixed line and 12.2 million mobile services. Telstra owns 50% of FOXTEL and is one of the best known brands in the country

The Problem

Telstra is Australia's largest mobile network provider with 7,000 operational mobile towers providing comprehensive network coverage. To offer superior coverage construction or upgrades and maintenance of existing mobile phone 'base stations' is necessary. If the deployment of this infrastructure is not managed in an effective way then it causes real-time impact on the overall network performance, and thus leading to reduced customer satisfaction. To deploy this new infrastructure the current system relies on paper based process and emails for distribution and approval. The project is cumbersome, expensive and slow as about 1000 people including Telstra Engineers and external contractors are working simultaneously at any give time.

The Solution

Built on top of the Intalio|BPMS Enterprise Edition, an application that empowers business analysts and IT technicians to design, deploy and manage the complex business processes. Users interact with the system through web forms and the application utilizes active KPI management where users receive notifications when they are behind schedule. Automatic emails are initiated to shared mailboxes as a prompt for incomplete actions. These tasks are part of formal approval process for quality control. Process tasks are reusable and the application supports the new project creation using workflow templates. Users are managed collectively and assigned to groups. Role-based access control allows certain people to view certain levels of detail. The application integrates the work of various contractors and eliminates duplication.

The Benefits

Using Intalio|BPMS Enterprise Edition, Telstra received the following benefits:

- Greater throughput of projects
- Significant cost and delivery time reduction while improving delivery quality
- Streamlined business process with consolidated online forms that eliminated duplication
- Reduced processing time and minimized errors involved in paper processing
- Availability of extensive approval and rejection capability along with reasons logged throughout the process flow
- Emails included hyperlinks that take the user to the required screen in the application
- Professional presentation enhanced the user experience

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