



NORTEL

Solution Brief

Nortel SIP Applications — Where Business and Mobility meet

Nortel launches new Session Initiation Protocol (SIP) Applications for Web Services, Fixed Mobile Convergence (FMC) and customized Web Portal services to put end users in control of their communications.

Nortel is reinforcing its leadership position by leveraging the strengths and expertise from both the Communication Server 2000 (CS 2000) and the Application Server 5200 (AS 5200) into these new SIP Applications. SIP is gaining popularity in the industry. In the last nine months alone, Nortel has tripled the number of SIP lines shipped to over four million, highlighting the service provider appetite for this exciting new technology.

Nortel has strong lead customers, with commercial service, across the globe — including Bell Canada with the Digital Voice service, Orange France with the Business Together service and Hong-Kong Broadband, with the 2b broadband phone service.

Web Services

Nortel delivers powerful and standardized Web Services APIs to easily include telecommunication services into Web applications from the CS 2000 and AS 5200 into Web applications. Enterprises can now enhance their

own Web applications with minimal telephony knowledge using Parlay X APIs directly off their service provider's Nortel SIP servers. Thousands of Web programmers today use the standardized Parlay X APIs. This enables rapid development of new exciting telephony Web Services. The first available Parlay X APIs are Click-to-Connect (a.k.a. 3rd Party Call Control), Instant Messaging and Presence. These can be combined with existing IT applications to implement, for example, Click-to-Connect functionality from a company's Web site to its call center at the click of a button.

Proud of its acknowledged carrier SIP leadership, Nortel launches new SIP Applications for Web Services, Fixed Mobile Convergence and customized Web Portal services to put end users in control of their communications.

The richness of SIP-based services delivered by the Nortel AS 5200 and the world-leading carrier IP multimedia softswitch, CS 2000, enabling Nortel customers to leverage their investments and introduce exciting new services to end-users. Overall, Nortel has deployed its SIP Application Servers with more than 100 operators globally.



Fixed Mobile Convergence services

New Fixed Mobile Convergence (FMC) functionality offers great opportunities for service providers to generate new revenue and enter new non-traditional market segments by integrating any device including home phones, desk phones, mobile phones, Wi-Fi handsets and/or PC clients into a single service.

Nortel delivers today the following FMC solutions:

- › **One Number Service or Find Me/Follow Me** — Lower costs and enter new segments by offering a single number and voicemail for any existing devices on any service provider's network.
- › **Mobile Assistant** — The Mobile Assistant allows subscribers to access their corporate directory, presence-enabled buddy list, their call logs and to exchange IMs in the same way they would do from their PC. Increase efficiency with this Mobile Web Portal, Presence and IM Client.
- › **Converged Mobility** — Lower costs, improve coverage or enter new segments by offering both Wi-Fi and cellular with the same device.
- › **Mobile Converged Desktop** — Enrich 2G mobile experience and increase usage by integrating PC-based multimedia and GUIs with legacy devices.

Bell Canada's Digital Voice Service

Bell Canada was the first service provider to deploy the Nortel Application Server 5200 solution. The Bell Canada Digital Voice service combined SIP-based personalization services with TDM voice to provide a new level of communications control for their subscribers. At the same time, Bell Canada launched a consumer VoIP service that matched the low pricing of their broadband-voice competitors but also repositioned these offerings as lower value when compared with the Digital Voice service.

Web Portal

While consumers continue to enjoy existing call management services, they are ready for something more. Instead of only being able to “filter out” unwanted calls, they are interested in having calls automatically managed on an individual basis, based on caller information or the time of the call. This allows for important calls to be prioritized and to make it through the noise of other calls.

The end-user can customize her/his experience using the Web Portal. This is achieved by self provisioning advanced features such as “Find Me/Follow Me” (defining who can call you, on what device, in which order, at what time of day), initiating calls between legacy devices with click-to-call, accessing network-based call logs, accessing corporate directories and defining ring-back tones.

Per-call Screening and Forwarding — Allows incoming calls to be handled based on pre-defined “rules”, using caller information, the time of day and the day of week of the call. The incoming call may be automatically blocked or instantly sent to voicemail or forwarded to another communication device.

Multiple Device Management — Allows for multiple communications devices to be managed as one system, enabling a “one phone number” service.

Application opportunities

Web Services Parlay X APIs

- Click-to-Connect
- Instant Messaging
- Presence

Customized Web Portal

- Per-call Screening and Forwarding
- Multiple Device Management
- Customized Voice Mail
- Personal Meet-Me Conferencing
- Call Logging

Fixed Mobile Convergence services

- One Number Service
- Mobile Assistant
- Converged Mobility
- Mobile Converged Desktop

Multimedia communications services

- Video Calling
- Integrated Instant Messaging
- Photo, Music, Web Sharing
- Click to Call
- Remote Access

This also allows for a single voice mailbox to be shared by many devices.

Personal Meet-Me Service — Empowers each subscriber with a personal “conference bridge” to use it at any time for communication situations that require more than two participants.

Call Logging — Maintains an online list of incoming and outgoing calls, which can be used for call return or redial, as well as for easily adding information into a personal contact directory.

SIP Applications

In addition to personalization services, the solution also allows for a PC-based softphone to be deployed and used in conjunction with existing voice service. Nortel research indicates that more than 50 percent of broadband households keep their PC on all day, which presents the PC as another “always-on” device in the home that can be leveraged for additional communications capabilities such as video, contact management, click-to-call, integrated messaging, and music and photo sharing. This research also reveals that one out of four online households are interested in video calling, with broadband and urban households and households with young children having the highest interest.

In addition to multimedia communications, deploying a softphone provides subscribers with “remote access” to their

local phone service from anywhere in the world, allowing service providers to generate incremental revenue for calls and other services even when their subscribers are “out of territory”. Nortel technology allows subscribers to choose whether to use their home phone for voice, use their laptop computer or use another phone such as their vacation home.

The bottom line

As Hyperconnectivity increases the size of the communications ecosystem, there will be a corresponding explosion of new applications, and Nortel is developing the tools to make their development easier. As the network moves toward an IP infrastructure, Service Oriented Architecture (SOA) and Web Services become fundamental tools to simplify, combine and empower applications.

The time is now to provide your subscribers with new services that will simplify their lives by increasing their communications control, personalizing their communications to fit their individual needs and increasing the capabilities of their communications beyond voice and text. You can offer these new services as additions to your existing voice service, which removes the potential adoption barriers of high-speed access purchase, equipment installation and perceived security concerns. For you, Nortel SIP Applications translate into reduced subscriber churn, increased service bundle penetration rates and new revenue opportunities.

SIP Applications provide new opportunities to increase customer excitement and loyalty and generate new forms of revenue.



A promotional banner for TRC Telecom Resource Corporation. On the left is the TRC logo, which consists of the letters 'TRC' in a bold, blue, sans-serif font. Below 'TRC' are the words 'TELECOM RESOURCE CORPORATION' in a smaller, blue, sans-serif font. Below that is the website address 'trcnetworks.com' in a blue, sans-serif font. To the right of the logo is a yellow swoosh graphic. Further right, the text 'Have A Question? Need More Info?' is written in a blue, sans-serif font. Below this is the phone number 'Call Us: 1 877 390 1166' in a yellow, sans-serif font. On the far right of the banner is a photograph of a young man with short brown hair, wearing a dark suit jacket, a light-colored shirt, and a dark tie. He is looking slightly to the right of the camera with a neutral expression. The background of the banner is a light blue gradient with faint, concentric circular lines.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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