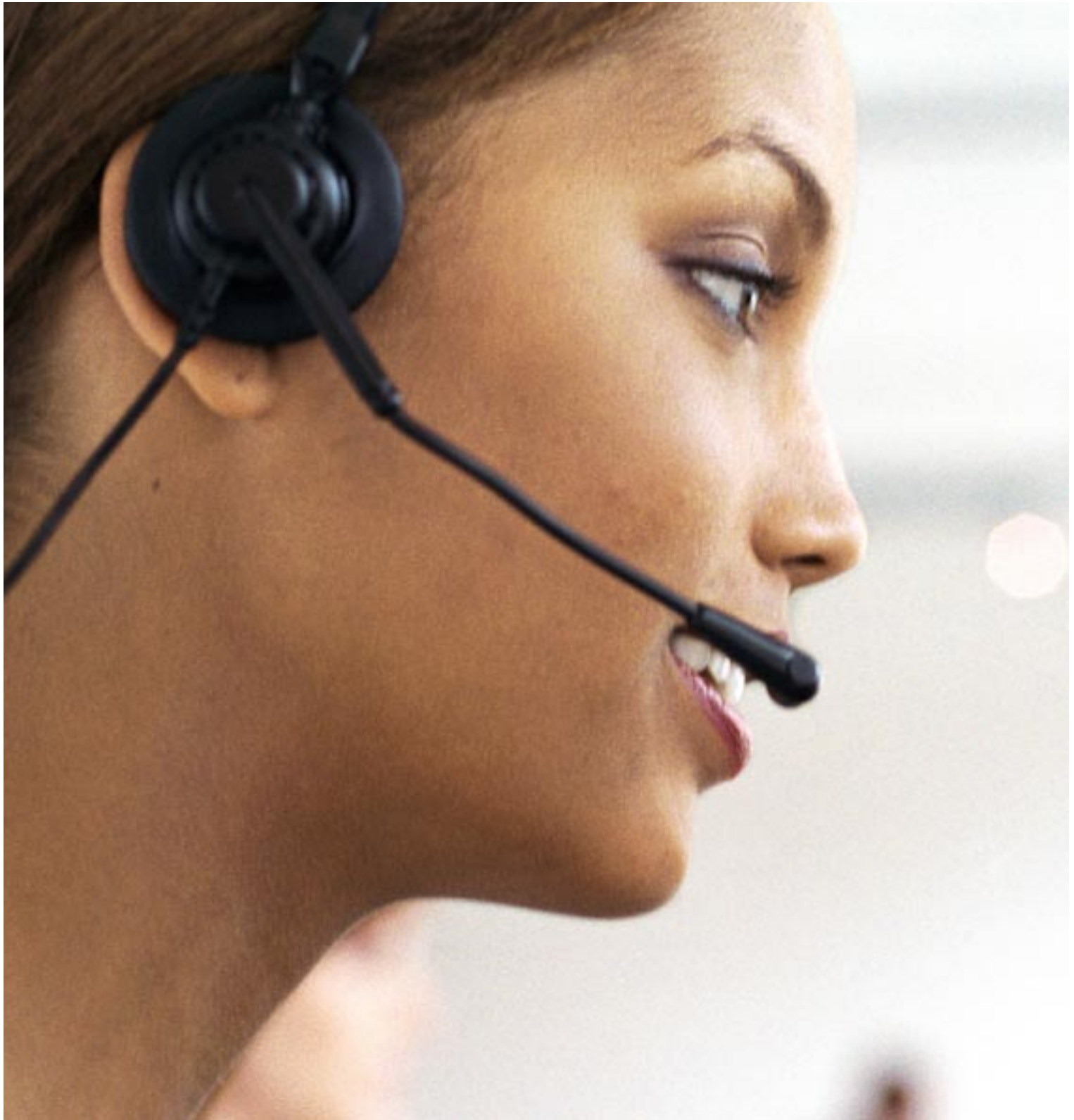


Business Issues in the

Telecoms Sector

A Solutions Guide for End Users



**Partner
Advantage**



Data Archiving

Archives saved without significant attention to retrieval are difficult to access and manage. Intelligent archiving needs to be an integral part of any ILM implementation and should involve strategy, process, systems and infrastructure. Through linking intelligent archiving, information asset management and advanced applications strategies, organisations can realise the value in their archived data. The combination of Sun storage platforms with Sun StorageTek QFS and SAM-FS software can address these challenges with policy-based file services and continuous archiving of file data to meet service levels based on the data's life cycle, and value to your business.

Billing

Today's telecommunications companies face two major challenges. They must reduce customer churn in an increasingly competitive and deregulated environment, while increasing the average revenue per user (ARPU) through an increasing array of services. Retaining billing information becomes increasingly important as it records customers' purchasing history. It becomes a data source for business intelligence software, helping telcos to refine their service offering and make better marketing decisions around service bundling and promotions. The more data available, the more effective the analysis will be, hence the need for easily retrievable long-term storage.

Call logging

Call logging is an effective means of internal control as telecommunications companies can use it to refine the operations of their networks. While providing useful technical feedback, call logging is also an increasingly effective customer relationship management tool. Archived information about telephone calls can facilitate cross-selling and upselling while helping telcos provide better customer service. Logging the audio content of a call makes for better quality assurance, but retaining it requires greater storage capacity.

EU data regulations

Retaining operational data voluntarily may have many business advantages for telecommunications companies, but legislation will make it mandatory in any case. The European Directive on data retention, which passed its first reading in the European Parliament in December 2005, will require data about telephone calls to be held for at least six months. These anti-terrorist measures will require not only incoming and outgoing phone numbers to be retained, but also the duration of calls, Internet data, including IP addresses, login and log-out times, and email activity.

Why choose Sun StorageTek products?

Sun Microsystems is a recognised multi-billion dollar industry leader in the UNIX and open systems storage market. Its innovative storage solutions help simplify IT environments so organisations of all sizes can increase efficiency and utilisation, lower costs, improve reliability and compete more effectively.

Data Consolidation

In the face of expanding data requirements and shrinking budgets, effective utilisation of storage and data has become. Sun can deliver a complete storage solution for consolidation by providing an end-to-end IT infrastructure, from the operating system to server and storage systems, through applications and management tools, to service and support. This paves the way for the lowest possible total cost of ownership. Storage tailored to the Sun server platform offers easier implementation, higher performance, and greater reliability. Sun storage can also play a key role in consolidating existing infrastructures starting at the workgroup level through Switchless SAN™ technology.

Scalable availability

The prevalent trend in the telecommunications industry over the past few years has been the convergence of voice, data, and video services over IP networks. Telcos rely heavily on operational, billing and usage data spanning all of these areas, and are able to generate more of it. Increasing volumes of more complex data create a need for more scalable, available storage. Consolidating data into a single resource can improve availability by making it easier to access that information from a single location, rather than attempting to gather it from disparate resources throughout a distributed organisation.

Cost containment

Telecommunications companies have made huge capital investments in infrastructure and face relatively low margins following the heavy commoditisation of bandwidth and the increasingly competitive voice market. Consequently, they are required to find cost efficiencies in all areas of the business. By consolidating disparate servers and storage architectures into smaller numbers of higher density units, they make it easier to offer the concept of utility storage, in which applications take as much storage capacity as they need. It leads to more efficient use of available capacity and further reduces the need for capital investment.

Managing subscriber data

The combination of high customer churn rates and a rapidly evolving product base has spurred a need for aggressive customer relationship management (CRM) and business intelligence (BI) strategies among telecommunications companies. Using these tools enables companies to retain existing customers, which is a crucial goal among today's telcos because of the cost of acquiring new business. It also enables them to increase the average revenue per user (ARPU) by cross-selling services within their portfolio. However, the effectiveness of CRM and BI projects correlates directly with the availability of consolidated business data delivered in a timely and accurate manner.

Deliver Better Value,
Access, Simplicity, and Trust

Data Protection

In the Participation Age your business data is your most valuable strategic asset. Sun's portfolio of data protection solutions allows you to protect information for thousands of networked servers and workstations. By standardising on the Sun modular storage family, incorporating enterprise data protection services, you can protect your largest data centres and smallest branch offices, while minimising costs, reducing management overhead, and increasing return on your storage investments. Of course, one size rarely fits all, but you can be sure of finding a flexible solution with scalable backup and recovery capabilities for your storage infrastructure within Sun's data protection portfolio.

Customer loyalty

The deregulated UK telecommunications market is required to ensure number portability to subscribers making it easier for subscribers to switch providers in both fixed and mobile environments. Local loop unbundling (LLU) in the UK, combined with the move towards triple play services (voice, data, and video) has produced a more competitive landscape. Telecommunications companies selling one service to a consumer can position themselves as the sole provider of an integrated package of services. Customer loyalty is therefore key, and protecting customer data becomes particularly important.

Data continuity

Telecommunications companies face a variety of threats to data continuity, including environmental hazards such as heat-wave induced brownouts and flooding. The threat of terrorist attack following high-profile assaults on UK infrastructure have also brought home the need for data continuity to telcos. This issue becomes increasingly important with the rise in value-added services from telecommunications companies such as email hosting. Retaining not only the availability of that data but also preserving it for backups and distributed replication should be an important part of any storage strategy.

Billing in and out

As telecommunications companies increase their margins by providing value-added services, protecting data during the billing process becomes increasingly challenging. For example, in mobile commerce transactions, operators frequently transfer funds to third-party content providers from the accounts of customers. Add the introduction of roaming and cross-network WiFi access agreements, and it becomes clear that billing in and out of a telecommunications company's internal systems is a potential weak spot for data security. Protecting that data is becoming an increasing business concern and secure storage techniques represent a way to help keep it safe.

What does Sun offer to your business?

- End-to-end offering of storage hardware, software and services
- Open systems approach, support for heterogeneous environments
- Best-of-breed devices across every storage class
- Unique systems approach
- Proven storage expertise

ILM

Without ready access to relevant, secure data, you are exposed to risk and left to make key decisions in a vacuum. Around 90% of data is seldom or never accessed after 90 days and an estimated 80% of data can safely be stored on lower-cost storage. Sun's storage solutions can help even the smallest of enterprises start to establish the foundations for Information Lifecycle Management (ILM). From creating simple tiered storage architectures using Sun's comprehensive range of Workgroup level disk and tape solutions, through to Information Management Maturity Model (IM3) diagnostic tools, these solutions help you turn your data into a usable business asset.

Digitisation of Content

Telecommunications companies bringing together voice, video, and data services for consumer and business customers are facing a daunting data management problem. Digitising everything from voice messages through to high-definition movies places new pressures on storage infrastructures. Information lifecycle management provides telcos with an automated way to manage the storage duration and media for such information by evaluating properties such as business value. In this way, telcos can make the maximum use of the available storage while offering the richest, most flexible content to customers.

Rights management

A key challenge facing today's telcos is rights management. As they expand from offering simple bandwidth into more content-centric services, they must tackle issues that they have never faced before, including intellectual property rights. Not only will legal obligations to content providers govern their own data management policies, but they must also govern the customer's use of content. Customers may only be permitted to watch online movies for certain periods of time, for example. Tying the business rules to the data in question and underlying technological infrastructure requires a sophisticated approach to information lifecycle management.

Lower TCO

Data complexity is growing exponentially as both the types and volume of information stored by a telecommunications company increases. Conventional customer and call data was joined by voicemail, and now everything from ring tones through to games and video must be stored and managed. Information lifecycle management can help to reduce complexity by automating the transition of data between different systems and media. Not only does this enable a telco to scale less expensively, but it also makes the transfer of data to less expensive media more efficient, maximising the potential for cost savings.

- Innovative products, technologies and methodologies
- Sun protects more data than any other Vendor
- Leaders in Virtualisation, Identity Management, Integration, Security and ILM

Get 50% Off your next Storage Healthcheck!

Can your current infrastructure meet your existing and future storage demands?

Are you maximising the availability of your storage environment?

Do you know what specific actions are needed to resolve your current infrastructure issues?
0800 022 0170

If you cannot answer the above questions with a definite YES then your Sun Microsystems Partner can help with the solution. Request your Data Storage Assessment Service today.

The Data Storage Assessment Service includes:

- Two day on site visit
- On site audit of Sun Storage infrastructure
- Formal report to detail all findings of the assessment
- Optional follow up meeting to review the report (where appropriate)
- Assessment of up to a maximum of 10TB of Sun data storage, split across a maximum of three Sun arrays, and a maximum of 10 host connections.
- 50% savings on list price offer
- Offer code: IS-STO-HCK-001
- Offer lasts until May 29th 2007

For storage infrastructures comprised of non-Sun storage arrays, request alternative Data Storage Assessment Service quotation from your Sun Microsystems Partner

Address your Business Issues today and request your Data Storage Assessment from your Sun Microsystems Partner.

Your Sun Microsystems Partner

Call 0800 963 941 to find your nearest Sun Microsystems Partner



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