

# Nokia Siemens Networks Policy Control Solution

## Policy Integration Package



# Executive solution summary

## 1. Trends, drivers and opportunities

### 1.1 Market trends and drivers

Operators are facing a challenge in their data networks, which is known as the Data Tornado phenomenon. The data traffic is continuously growing at very high rates, stimulated by “all-you-can-eat” data packages. Now operators are struggling to satisfy their broadband subscribers as they are facing data congestions at hot spots during peak hours and 5% of the users are reserving 95% of the network resources.

Higher end subscribers have perceived not getting better end user experience compared to lower end subscribers. The recent success of smartphones is exacerbating this issue even further as they are driving data hungry applications, which has caused severe network outages in a number of incidents already.

The enablers to get control over these challenges are in place, Policy Control servers with rich feature sets are available, Network Elements have introduced standard policy control interfaces and Mobile Radios are QoS enabled. The challenge to integrate these into a sound solution that addresses all business needs remains very complex.

### 1.2 Opportunities

The Policy control enabling elements provide a framework for gaining control over the network utilization. This requires a profound understanding of the current network situation, full visibility of the capabilities of the individual network elements and the impact on the end to end network and the integration of all involved components. Nokia Siemens Networks has an extensive experience from projects worldwide, which can be leveraged in order to optimize the capabilities in line with the operator business strategy.

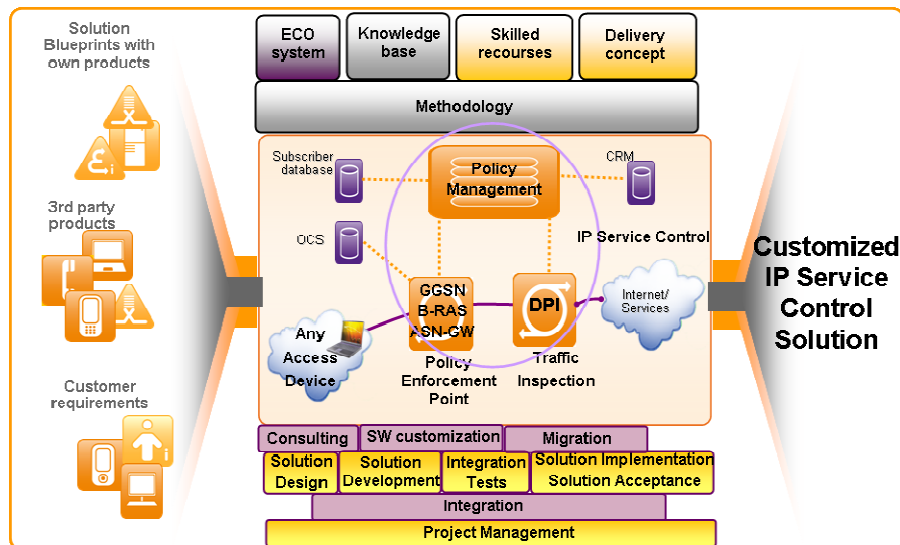
Nokia Siemens Networks Policy Integration Package solution helps the operator to control and steer the data tornado, minimizing investment in additional bandwidth and maximizing revenue from new as well as from existing data services.

## 2. Solution overview

### 2.1 What is our solution and what is it used for?

Nokia Siemens Networks' Policy Integration Package solution consists of Consulting, Integration and Customization aspects.

In order to get an understanding of the network utilization, the first step is monitoring, reporting and analyzing the traffic. In parallel business consulting is offered in order to transform the operator strategy into an architectural network framework. When the solution design has been agreed, the integration into the existing multi vendor environment takes part. If necessary, standard network interfaces as well as IT interfaces might require adaptation or customization.



Finally when everything has been integrated, the business logic needs to be implemented via specific policies.

This will allow the operator to control heavy users and protect the network by differentiating subscribers. The end user quality is maximized and additional revenues are generated by prioritizing applications.

## 2.2 Value proposition

Nokia Siemens Networks has a broad experience from projects worldwide. This extensive know how helps simplifying the introduction process of Policy control into the network. The time to market is minimized and the full capabilities of the components can be efficiently utilized. The integration into the network is hassle free for the operator and the impact to the end-user is minimized.

NSN Policy Integration package enables operators to control and optimize use of network resources, provide differentiated services and guarantee Quality of Experience.

Policy Integration Package furthermore reduces Opex and Capex, helps optimizing radio and core network resources. The subscriber churn rate is reduced due to an improved subscriber experience based on Real-time control of the heavy users and higher revenues/ARPU are generated as the operator is getting full visibility of the subscriber services usage.

## 3. Why is Nokia Siemens Networks your best partner?

### 3.1 Key differentiators

Nokia Siemens Networks' has toolboxes available as well as all needed skills required to complete customer specific projects, starting from solution consulting where customers business requirements are transformed into solutions, technical architecture services that specifies the most suitable technical solution by combining existing platforms and new solutions followed by solution engineering services that implements and deploys the solutions into live usage and preparing it for lifetime support.

Nokia Siemens Networks' Systems Integration service minimizes technical and financial risk with a reliable and proven process combined with a long experience and tradition in the Telecommunication area and in the integration of such networks.

We as your System Integrator have a strong drive to solve the customer problems with innovative solutions. We work proactively, act responsibly and take the responsibility to become the inspiring and trusted partner in improving business performance.

### 3.2 Key messages

With Nokia Siemens Networks' Policy Integration Package solution, the operator will benefit from

- Reduced Time-to-market – leveraging the Nokia Siemens Networks know how and specialized staff
- Risk Minimization – building on lessons learnt from projects world wide
- Operational Efficiency – maximizing the capabilities from the existing investment and optimizing bandwidth needs
- Time to concentrate on the business – while the network is transformed on the operator's behalf according to their requirements.