



# SmartIPX

www.smartipx.com

## Enhancing Quality of Service on IPX-Enabled Networks

SmartIPX has deployed Orchid One to support its Platform as a Service (PaaS) offering.

**UK-based** SmartIPX offers managed services and White Label Network Operation Centre (NOC) solutions. In operating an outsourcing model it is critical that the services it offers are reliable and robust.

SmartIPX operates a Platform as a Service (PaaS) offering for MVNO and Wholesale Voice Transit customers with a focus on helping service providers deliver exceptional customer experience. Its customers depend on SmartIPX to be fault-free and offer a quality of service (QoS) and quality of experience (QoE) that more than matches expectations. Its relationship with customers and reputation rely on it.

To ensure it can deliver the network performance customers require, SmartIPX needed network infrastructure that could deliver end-to-end QoS and QoE while giving it the tools to proactively monitor network performance. It saw that the simplest and most effective way to do this was to adopt Cataleya's Orchid One network session and application manager and offer customers infrastructure that goes beyond IPX in terms of QoS and QoE.

By deploying Orchid One, SmartIPX gains the functionality of an SBC with increased control, intelligence and real-time automation to deliver the best possible customer experience.

### The Challenge

SmartIPX PaaS business is growing rapidly and it needs to ensure that its customer receive optimum network performance. MVNO and wholesale voice providers willing to use SmartIPX's hosted services are increasingly demanding high QoS for their voice services. In an IPX-enabled world, the quality of voice communications is a driver for customer satisfaction and increases stickiness with a voice service. This stickiness means long-term revenue gain and the overall profitability of their voice services.

This is important for SmartIPX's customers because the consumer voice market is highly competitive with so many voice services for consumers to choose from. Messaging platforms, mobile

applications, WebRTC and rivals in both the fixed and mobile operator markets, are all fighting to capture and keep consumers using their voice services. SmartIPX, as an enabler for their customer's success, needed to be ready to deliver superior QoS and QoE so that their customers can be competitive and ultimately profitable.

SmartIPX also operates in the cloud or "as-a-service" space where QoS and QoE of the services and platforms are critical. Any performance issues that go unmanaged or effect end user experience can negatively impact the trust customers have in the service and the outsourcing partner overall.

### The Solution

SmartIPX deployed the Orchid One Network Session and Application Manager because it is specifically designed to enable the delivery of IP communications services and enhance or maintain QoS and QoE in real-time. Orchid One gives SmartIPX full end-to-end QoS and QoE with visibility from the transport to applications layers, which is critical for the delivery of IPX-enabled networks.

Although their PaaS customers and the end user will not see it, SmartIPX has the ability to recognise network faults or diminished performance then fix them in real-time. This ensures that network performance is not affected and that customers receive the highest possible QoS and QoE.

In addition to enhanced QoS and QoE, Orchid One simplified SmartIPX's network operations from several network elements to a simple and manageable infrastructure. Its graphic user interface (GUI) makes it accessible and easy to use with simple drag and drop functionality.

SmartIPX benefits new capabilities and an added layer of intelligence that helps them to enable the success of their customers. Orchid One was deployed in SmartIPX's network following an extensive and successful trial in Q2 2014.



The team at Cataleya built Orchid One to solve problems they were seeing in service provider businesses everyday. They understand that the future of applications and services is dependent on QoS and QoE and created a solution that makes monitoring and managing network performance simple and effective. Orchid One enables us to offer our customer higher quality services that end users appreciate and recognise as superior.

Paul Tindley, CEO, SmartIPX



## Benefits



### One Platform

SmartIPX can leverage the best of security, session management and service management in one platform



### End-to-End QoS

Orchid One delivers service level QoS for IP interconnection that enable the delivery of services like VoLTE and other high performance application



### Enhanced Analytics and Reporting

SmartIPX can manage its network operations with near real-time statistics and trending stats on session, service, application, MOS/R-factor scores, network and end-to-end SLAs



### Cloud-Ready

Orchid One supports cloud-based Platform as a Service (PaaS) offerings as well as Intelligent Network as a service (iNaaS) and other telco-in-a-cloud models



### Service and Network Interworking Platform

Service providers can interface VoLTE IMS to non IMS network interconnections using a powerful Signalling Adaptation Framework (SAF)

## The Future

As SmartIPX's PaaS business continues to grow Orchid One offers the scalability to serve the growing needs of customers while continually delivering the QoS and QoE they depend on. Orchid One will a key enabler of SmartIPX's MVNE platform offering service management and intelligent diameter applications to meet the needs of LTE service providers.

Cataleya will continue to develop and enhance its solutions to meet the needs of service providers of all sizes and ensure the success of their network operations.

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Orchid One has been designed to have an immediate impact on network performance and offer service providers the tools they need to succeed in this new era of QoS. The SmartIPX deployment demonstrates how superior QoS and QoE in the network will benefit the entire communications value chain. From PaaS provider through to end users, it is the foundation for an exceptional communications experience that drives profitability and increases customer satisfaction.

Jay Jayasimha, Chief Technology Innovation Officer, Cataleya

