

MetaSwitch and IBM BladeCenter – Class 4/5 Softswitch for Service Providers



Highlights

- ***MetaSwitch delivers telecommunication applications that increase revenues and subscriber loyalty in both legacy and next-generation networks***
- ***IBM BladeCenter family provides a scalable, open standards based platform for next generation network applications***

Today's telecommunications service providers are facing serious challenges. Aggressive competitors offering a broad range of services means that potential customers are flooded with options that can seem undifferentiated. The result is a price race to the bottom and major ARPU erosion as voice becomes a commodity. Many service providers are seeking to deliver new high-revenue services in such a way that their subscribers recognize a clearly superior alternative.

Unfortunately, their traditional legacy network integration and marketing processes can impede their new service delivery by increasing their costs and slowing their time-to-market. Legacy custom development and integration resulted in silos of unrelated services that offered little or no continuity of user experience.

An NGN Platform

MetaSwitch can help address these challenges by leveraging their extensive experience of delivering an industry leading Class 4/5 Softswitch and commercial voice applications to service providers. The MetaSphere Application Suite, from MetaSwitch, delivers a ready solution based on commercial off the shelf (COTS) technology and MetaSwitch's proven and widely deployed software. The MetaSphere Application Suite allows service providers to define, deploy and market new services far faster than they have been able to in the past. It also provides a single environment within which network integration can occur once, so new services do not require major new IT integration efforts.

By delivering applications quickly and at lower costs, service providers can focus on service differentiation by allowing subscribers to personalize their offering through a common web interface. Increased subscriber interaction creates a "sticky" personalized experience that complements various subscriber lifestyles. This encourages customer loyalty and creates a powerful channel for trialing and selling new services. What's more, MetaSphere ensures that each new service appears to belong to a continuum of related services. The subscriber investment in time learning to operate one service simply extends to each subsequent service.

“The MetaSwitch application technology on the IBM BladeCenter presents carriers with a diverse set of new revenue generating services that integrates seamlessly with their existing legacy networks.”

*— Andy Randall
Vice President of Marketing
MetaSwitch*

As a result, service providers can differentiate their product offering with exciting new services that:

- attract new high-value subscribers
- increase revenues from existing customers
- reduce subscriber churn and line loss.

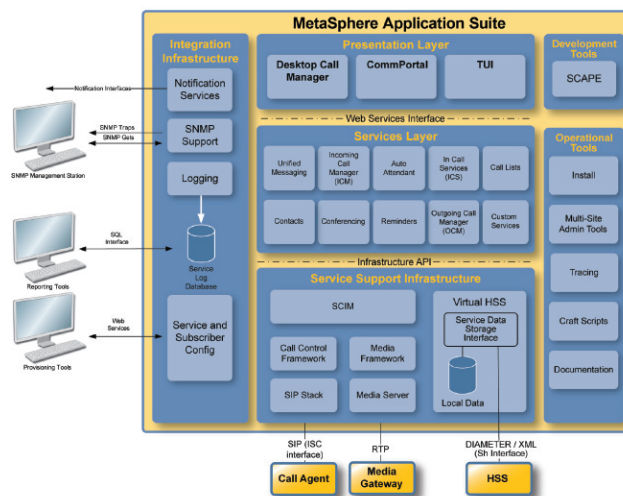
An all-IP based architecture

A key advantage of the MetaSphere Application Suite is that it is delivered “ready to go” — pre-integrated with other MetaSwitch network elements.

To accelerate deployment of new services, the MetaSwitch software can be pre-loaded onto the IBM BladeCenter.

With the use of an IMS-compliant SIP interface, all communication between the MetaSphere Application Suite and the MetaSwitch Call Agent and Media Gateway is via Ethernet using the TCP/IP network, so no TDM ports are required on either platform, helping to lower costs and further simplifying deployment.

MetaSwitch Platform Architecture



**IBM BladeCenter family —
the IT and network convergence platform**

The IBM BladeCenter T chassis provides hardware redundancy (power supply, I/O modules, management modules, L2 switching, mid-plane, etc.) thereby reducing potential points of failure in the solution.

The IBM BladeCenter is an advanced blade system which integrates servers, storage and networking into a single chassis — yielding significant simplification, improved density and potential TCO savings . A single family of common server blades, storage, I/O, switches and networking modules are fully supported and interchangeable across the family of BladeCenter chassis. The IBM BladeCenter chassis is designed as the ideal solution for data center deployments. The IBM BladeCenter H is for high performance computing platform, while the IBM BladeCenter T chassis is specifically designed for telecom central office deployments.

The new, IBM BladeCenter HT — a new, telecom optimized version of the BladeCenter H — opens new market opportunities with a new and powerful NGN platform ideally suited for telecom equipment and service providers.

The IBM BladeCenter T and BladeCenter HT deliver rich telecommunications features and functionality, including fault-tolerant capabilities, hot-swappable redundant DC or AC power supplies and cooling, and built-in systems management resources in a 20" deep chassis. The rigorous Network Equipment Building System (NEBS) Level 3 and European Telecommunications Standard Institute (ETSI) outline requirements typical of telecom central office environments in the areas of electromagnetic compatibility, thermal robustness, fire resistance, earthquake and office vibration resistance, transportation and handling durability, acoustics and illumination, and airborne contaminant resistance. The IBM BladeCenter T and BladeCenter HT chassis meet the NEBS Level 3 / ETSI requirements¹.



MetaSwitch and IBM: a powerful combination

The combination of MetaSwitch and the IBM BladeCenter family delivers the performance, reliability and affordability demanded by mission critical telecommunications applications. The IBM BladeCenter is the ideal platform for the deployment of these services providing a single platform to help reduce operating costs and complexity.

For more information

Learn how IBM Systems can help your company achieve more revenue and reduce your costs, while helping you keep your profitable customers.

Have questions? Contact the IBM Telecommunications team today on how we can help you take advantage of our extensive industry expertise. Please visit us on the web at:

ibm.com/telecom/systems

For more information about MetaSwitch, visit:

Metaswitch.com

© Copyright IBM Corporation 2008

IBM Systems and Technology Group
Department XVXA
3039 Cornwallis Road
Research Triangle Park, NC
U.S.A., 27709

June 2008
All Rights Reserved.

BladeCenter, IBM, and the IBM logo are trademarks of International Business Machines Corporation in the United States, other countries or both.

Intel and Xeon are trademarks of Intel Corporation in the United States, other countries or both.

Linux is a trademark of Linus Torvalds in the United States, other countries, or both.

Other company product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

IBM hardware products are manufactured from new parts, or new and serviceable used parts. Regardless, our warranty terms apply. For a copy of applicable product warranties, write to: Warranty Information, P.O. Box 12195, RTP, NC 27709, Attn: Dept. JDJA/B203.

The information could include technical inaccuracies or typographical errors. Changes are periodically made to the information herein; these changes will be incorporated in new editions of the publication. IBM may make improvements and/or changes in the product(s) and/or the program(s) described in this publication at any time without notice.

[1] For additional details, please refer to Underwriter's Laboratory (UL) certified NEBS Level 3 / ETSI test report.

♻️ Printed in the United States of America on recycled paper containing 10% recovered post-consumer fiber.