

Nokia Siemens Networks and Juniper Networks



Nokia Siemens
Networks





A world-class unified Carrier Ethernet solution

Taking stock of changed circumstances

It's common knowledge that economic times are tough. Communication service providers are looking for ways to optimize their portfolio, to find the right balance between new revenue streams and efficiency. "Monetize your network" is the motto. "You have to find new customers who require new services" – but that's easier said than done.

It can be a real challenge to find and address new market segments and at the same time introduce the right service. But it is not all about finding new customers. Customer retention is of equal importance. High customer retention means improved customer revenue through the full customer lifecycle, thus optimizing your return on investment. In customer attraction and retention, satisfaction is the name of the game, customer loyalty the result. After all, customers will switch service provider if they are not satisfied with the service offered. Research shows that quality of service and costs are the major levers in churn.

Quality of service is defined in terms of availability and speed, but the ability of service providers to also provide new and innovative services fast – and in the right quality – is becoming a crucial factor. These new services, for example VoIP or SAN extension, will, under the increased competitive pressure and the maturing of the end customer, deliver less revenue than we used to see from more traditional services. At the same time, the cost of operation will rise because the traditional networks are not designed to cope with large demands on bandwidths. Service providers need to offer data services to attract and keep customers – but in doing so, they damage their margins. It's "Catch-22" all over again.

Evading the pitfalls

Service providers are facing three major challenges. How do I attract and retain my customers? How can I drive an efficient network (or – how can I reduce my total cost of ownership)? How do I ensure bandwidth readiness in order to deploy new services? Is there a next generation network that will help face these challenges?



The answer is yes. Carrier Ethernet is a key transport technology that supports increasing broadband demand from access to edge. It offers comprehensive functionality for scalability, quality of service (QoS), reliability and availability of network and services to connect to the IP/MPLS core. Talking about cost, our European wide implementation projects have shown a cost saving of on average 30 %.

End-to-end integration of Carrier Ethernet and IP is a critical requirement for these next generation networks. Networks that need to provide the stability and reliability of traditional networks, but offering a quantum leap in fast provisioning and scalability of bandwidth. The enhanced partnership between Nokia Siemens Networks and Juniper Networks is intended to build a highly efficient packet infrastructure with maximum scalability and ensured QoS. Both companies are jointly developing a Carrier Ethernet solution that is planned to provide an end-to-end portfolio and which consists of the Juniper Networks, Nokia Siemens Networks A-series Carrier Ethernet Switch and the ASPEN "point-and-click" network management system. The complementary products and technologies provide service providers with the industry's best Carrier Ethernet solution for mobile backhaul, enterprise and residential services, delivering on the promise to deploy different services on one integrated network.

Nokia Siemens Networks are connected/ working with Juniper

Juniper's strength in Carrier Ethernet metro aggregation, combined with the Nokia Siemens Networks leadership in metro access and network management, enables service providers to monetize their network by supporting new revenue-generating services and commit to high service levels, while simultaneously driving down transport costs. The Nokia Siemens Networks ASPEN network management system is right at the heart of the solution. It eliminates one of the major concerns of network and element management across systems manufactured by different vendors. Administration and management of the network and services is a major operational cost factor. The ASPEN "point-and-click" management system offers an unparalleled feature set that simplifies network management and administration. It ensures

broadband readiness, removing the need to configure individual nodes and perform laborious traffic engineering. The savings become much clearer when the fact that operators have to do thousands of manual reconfigurations a month is considered.

Nokia Siemens Networks and Juniper Networks help decouple the bandwidth from the cost by introducing efficient packet-based next generation networks. Networks that deliver strict service levels, easy deployment of new services and highly satisfied customers while allowing service providers to maintain their margins lead to a more competitive service offer.

This enhanced partnership offers a pragmatic approach to the constantly growing bandwidth and strict service level agreements demanded by the end customer. The solution offers communication service providers the answer to optimized customer retention while driving the total cost of ownership down, an absolute must under current economic circumstances. The partnership is a key component of the Nokia Siemens Networks broadband connectivity capability to build efficient residential, mobile and business services, all on an optimized packet network architecture.

A brief look at the solution

The Juniper Networks MX-series is a family of high-performance Ethernet Services Routers with powerful switching features that deliver unmatched flexibility and reliability to support advanced services and applications. Consisting of the MX960, MX480 and MX240, the MX-series provides high port-density routing and switching in a range of highly efficient, high-performance hardware platforms, enabling service providers to reduce power, space and cooling costs by as much as 50 percent. The MX-series employs a single operating system from Juniper Networks running routing, switching and security platforms.

The Nokia Siemens Networks A-series is an industry-leading Carrier-Ethernet switching portfolio providing an effective evolution path from existing TDM networks towards next generation Ethernet Transport networks. The A-series provides SDH carrier-class characteristics over a modern Carrier Ethernet network. In addition, it enables greater cost efficiencies by carrying both voice and data traffic with higher traffic volumes at lower costs. The A-series can serve as an access solution located at the customer premises or as an aggregation unit that gathers traffic from different customer networks.

Comprising a complete suite of fault and trouble management, service quality and SLA management, performance management and inventory and configuration management, Nokia Siemens Networks ASPEN is an end-to-end state-of-the-art management system that has been helping service providers all over the world optimize their network operations and exceed their end customers' expectations.

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