

# Axway 5 Suite for the Telecom Industry

**Govern the flow of data to simplify compliance, improve efficiency and drive innovation**



For more than 15 years, Axway has been helping the Telecom industry adapt and thrive in an environment of ever-changing business challenges and consumer demands, technologies and interoperability standards, and industry and regulatory requirements.

Telecom network operators and suppliers exchange huge volumes of critical business information with customers, suppliers and business partners every day, making your organization one of the largest, most sophisticated IT users in the world. But with the rise of big data, the cloud, mobile devices, and the Internet of Things, even the most advanced Telecom IT architectures are falling behind. This is because they do not have a way to efficiently and securely govern the data flows that drive today's critical business processes and interactions, such as:

- Complying with regional regulatory requirements, like SEPA in the Eurozone, and national mandates to open up networks to Other Licensed Operators (OLO).
- Introducing new services that capitalize on the unique assets of telecom networks, including location, billing and provisioning services.
- Securing highly critical mobile payments, in-app payments and machine-to-machine file transfers.
- Managing billing and ticketing systems, and facilitating financial transactions with partners and banks.

In each case, data must flow across a combination of on-premise systems and departments, customer and partner communities, and mobile and cloud services. Internal and external users must be able to see, control and understand the data flows, since they drive the collaborative interactions among them.

## Axway 5 Suite

Axway 5 Suite can help you meet these requirements and move your IT infrastructure forward by giving you the ability to integrate and govern all of the data flows that drive your business interactions. It provides the capabilities you need to deliver new cloud and mobile services via APIs, streamline data exchange with your partner community via managed file transfer and B2B integration, and ensure SLA and regulatory compliance with complete visibility and control. And it does it all using a single integrated solution.



## Are you facing the same challenges as your Telco industry counterparts?

**VP of Service Delivery** — As part of your commitment to the national regulator, you need to open IT services to competitors, allowing for number portability and last-mile connectivity, all with maximum security.

**Chief Marketing and Channel Officer** — You want to allow retail resellers and partners to sell subscriptions directly to new customers, and automate on-boarding to keep up with growth in your subscriber base. You also want to allow content providers to deploy new services that use your network services.

**IT Manager, Cloud Platform** — You have developed a cloud hosting platform for corporate customers and want to secure all transactions — from on-premise applications to hosted applications — in order to avoid breaking business processes.

### Manager, Enterprise Information

**Architecture** — You need to provision a new infrastructure to provide managed file transfer as a standardized global service to business units. This will allow you to reduce time to market, satisfy SLAs, optimize alignment of IT and business processes, and enforce security policy remotely.

## Leverage the unique value of your network to drive innovation and growth with Axway API solutions

On the Internet, Over-the-Top providers (OTTs) including Google, Skype and Netflix are threatening your revenues by consuming your network bandwidth and reducing telecommunications to a mere commodity. But it is Telecom operator networks, not the Internet, that represent the only universal and pervasive connectivity fabric for voice and messaging. Whether you are a Tier-1 Telco in India or a regional mobile operator in Morocco, the intrinsic value of your network capabilities — things like billing mechanisms, subscriber identity, location and policy control — means you can offer developers access to information and analytics the OTTs can't provide.

Using Axway API Gateway and Axway API Portal, you can establish a secure Service Delivery Platform (SDP) that safely exposes your unique network assets to internal and external developer communities, including partners and competitors, thereby meeting regulatory requirements to unbundle local loops.

In developed markets, an SDP that provides access to your Telecom network APIs can help you launch new services for mobile phones, tablets, cloud-based applications and the Internet of Things; collaborate rather than compete with OTTs; comply with regulatory mandates; and adapt quickly to changes in the Telco value chain. In emerging markets, these drivers also apply, with the added benefit of simplifying provisioning and on-boarding for a rapidly growing subscriber base. This means:

- Your network APIs can enable new services delivered via partners, such as aggregating data or selling and provisioning subscriptions to your network via distribution channels.
- Developers can build application “mash ups” that combine your APIs with third-party APIs to create value-added services. For example, an application for smartphones and tablets could combine third-party road traffic data with your geolocation and connectivity assets to provide assistance services to field personnel.
- You can offer APIs that turn OTTs into profit-sharing partners when you grant them more paid bandwidth to provide better quality service to their customers.



**Customer Success:****Major European telecom, IT, and media enterprise (“the Company”) secures and streamlines B2B processes using Axway API Gateway**

This innovative, customer-centric telecom was required by its nation’s regulatory authority to open up its network to competitors, the OLOs. This requirement coincided with the Company’s business strategy to improve efficiency and performance by exposing internal network services to public and private partners. To meet both objectives, the Company implemented Axway API Gateway to govern the flow of data for more than 60 business processes across its trading community, including:

- **Managing appointments for technicians**

Under its national regulations, the Company must share parts of its copper and fiber-optic network with its competitors. It also must share an internal service through which customers make appointments with technicians for installation and repair. Using Axway API Gateway, the Company safely exposes its internal application to competitors, enabling their customers to make appointments.

- **Microsoft Office 365**

In this business-to-business (B2B) service, business customers can use the cloud-based Microsoft Office 365 to obtain the Company’s services, including ordering, provisioning and activation of phone lines.

- **Ticketing support**

The Company provides dedicated ticketing support to the European Union via Axway API Gateway, facilitating interventions and repairs for this major customer.

- **Support for fixed-mobile convergence**

A business priority for the Company is to establish a single database for its fixed-line and mobile customers. Using Axway API Gateway, the Company sends queries to a partner, which maintains a database of VAT numbers. The Company matches the VAT numbers to establish a single file per business customer.

- **Provisioning for retail customers**

In an application-to-application (A2A) integration, provisioning for retail customers is also handled through Axway API Gateway. When retail customers log on to the the Company’s website, an application forwards the customer’s request to the Company’s back-end system.

- **XML support**

Before the Axway solution was deployed, OLOs sent orders to the Company in encrypted emails, which had to be decrypted with a key provided by the OLO. Axway API eliminates the need for multiple technologies, speeding processing and reducing maintenance.

**Sharply reduced time to market**

“We went from 40 man-days to less than 10 man-days, cutting development time by three-quarters. Moreover, it takes only one man-day to configure Axway API Gateway, as opposed to the 20 man-days we needed to develop a Java front-end to cover the security functions the Axway solution handles.”

**Rapid return on investment**

“When we first implemented Axway API Gateway, we did a business case that showed we would get an ROI in about five years. In practice, however, we achieved an ROI of 80% in just two years, and stopped the clock.”

Team Manager  
Enterprise Application Integration  
and Operation Support Services  
The Company



### Are you facing the same challenges as your Telco industry counterparts?

**Head of Solution Design Architecture** — You want to provide a single entry point to your ESB-based architecture, with different levels of security for public, customer, partner and employee communities and the possibility to deploy customer mobile apps and BYOD policy in the future.

**Supply Chain Manager** — You want to secure supply chain integrity and provide visibility into inventory of mobile products and accessories, sales, campaign prices, and replenishment processes to thousands of stores.

### Govern the flow of data across partner communities with Axway B2B solutions

By removing the complexity and cost of tracking and controlling data on its journey from the outside, into and throughout the enterprise, and back out to external communities, Axway B2B solutions give you the power to capitalize on the inherent value of your business information, so you can:

- See what's happening with each trading partner and point of sale, quickly get invoice data into your systems, and optimize ordering by pinpointing where data isn't matching physical reality.
- Create a WebEDI portal or single-window community infrastructure to optimize order-to-cash, procurement, eInvoicing, and other multi-enterprise business processes for your trading ecosystem.
- Improve governance and visibility by centrally defining and enforcing policies that secure data in motion and at rest, simplify regulatory compliance, and enable both business and IT users to proactively manage and analyze all of the different types of interactions that occur within your B2B community.

### Secure and manage all types of file exchange with Axway Managed File Transfer (MFT) solutions

Axway MFT solutions provide start-to-finish visibility, policy-based governance, and robust community management for secure, auditable, and easy-to-manage Business-to-Business (B2B), Application-to-Application (A2A), Machine-to-Machine (M2M) and ad-hoc file exchange within existing infrastructures.

With the ability to govern the flow of data inside your enterprise, along your supply/value chain, and throughout your trading community, you can:

- Establish standard processes and templates for file transfers, and consolidate ad hoc, A2A, and B2B file-transfer mechanisms (including costly VAN/VPN connections and unsecured FTP sites) with a single solution.
- Reduce implementation costs and speed time to market through self-provisioning and ad hoc implementation of file transfers to deliver the right data to the right place at the right time.
- Meet extremely tight SLAs with end-to-end governance, business-process visibility and audit trails, using event-based filtering, correlation and alerting.
- Support different customer/partner protocol and format requirements, encryption policies, and processes for adopting file transfer products.
- Leverage existing SOA services, including ESB and messaging implementations.



**Customer Success:**

One of the world's largest telecommunications companies ("the Company") uses Axway MFT to reduce implementation costs by 75%, potentially saving millions of euros over a 10-year period

The Company has over 400 million customers across 30 countries, and is active in another 50 countries through its partner markets. To keep up with rapid growth in international markets, the Company chose Axway MFT to modernize its file transfer system to support increasing volume, currently more than 1,000,000 transfers per day.

Axway MFT enables an array of critical business processes, including:

- **Purchase orders**

Everything the Company orders from its vendors — from consumer products like new mobile phones, to IT hardware such as servers for the data center, to Telco infrastructure, such as the antennas you see in the countryside — is handled via the Axway solution.

- **Single Euro Payments Area (SEPA) hub**

Financial transfers to the Eurozone go over the Company's SEPA hub, which uses Axway MFT to connect to the banks and provide a standardized way to make cashless euro payments by credit transfer, direct debit, etc.

- **Money transfers**

The Company's mobile payment system, allows users to deposit, withdraw and transfer money with a mobile device. Customers use their mobile phone as a type of debit card, to pay for everything from food to electrical power.

- **Machine-to-machine transfers**

Axway MFT also manages the Company's machine-to-machine communication, such as the eCall button, an emergency call function that will be required for all new cars in Europe by 2015. The eCall system, part of the "Internet of Things," automatically dials emergency services in the event of a serious accident and communicates the vehicle's location. The Company also uses Axway MFT to send charging data records (CDRs) to a centralized billing system and then on to enterprise customers.

**Learn more**

To discover how Axway 5 Suite can help you govern the flow of data in order to simplify compliance, improve efficiency and drive innovation, visit [www.axway.com](http://www.axway.com).

**100% SLA compliance**

"Axway MFT definitely helps us meet our SLAs. Compared to an SLA of 99%, we have actually achieved 100%, exceeding our target."

Principal Manager  
GA Solution Architecture  
The Company



