

Bouygues Telecom Case Study

“Convergence, service agility and cost reductions were the basis of our business case and the Metaswitch service broker solution helped Bouygues Telecom achieve these through in-house Innovation.”

—Patrice Crutel, Senior Architect, Bouygues Telecom

Business Objective

Reduce the cost of introducing new convergent SIP and IN services whilst enhancing service innovation.

The Challenges

- **Closed siloed service layer architecture** making introduction of new converged applications costly, time-consuming and complex
- **Difficult to share or use service assets** between the mobile (SS7 IN) and all-IP fixed network (IMS)
- **Not possible to open network capabilities** such as call control and messaging to 3rd party developers to monetize those assets

The Solution

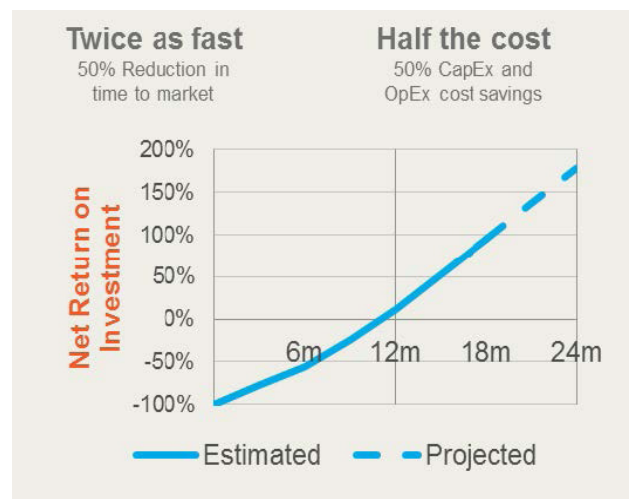
To decouple services from underlying network technologies and host new services.

Key Points

- Provides a single point for delivering 3rd party solutions and enables the operator to tap into existing developer ecosystems
- Enable services native to one domain to serve subscribers attached to another without inefficient and costly trigger chaining
- Enable creation and delivery of new and enhanced convergent services

Solution Benefits

- Enables Bouygues to build upon their service innovation heritage, either internally or via a developer community
- Facilitates low cost market testing of beta services prior to commercial launch
- Drastically reduced the need for bespoke development of network components involving various proprietary protocols



Estimates by Analysys Mason based on Bouygues Telecom's deployment of Metaswitch Rhino

Net Results

- **50% reduction in time to market** for launching new convergent services
- **50% CapEx and OpEx savings** for current service development
- **100% ROI in 9 to 12 months**
- **Superior service innovation** through being able to access Metaswitch's comprehensive developer community

About Bouygues Telecom

Bouygues Telecom is the third-largest mobile operator in France (with 11.1 million subscribers at the end of September 2013) and the largest 4G network operator with 63% coverage. Bouygues Telecom was created in 1994 by civil engineering conglomerate Bouygues, as part of a diversification strategy in 1994. In July 2008, Bouygues Telecom entered the fixed market with its own DSL network, comprising a nationwide fibre-optic network, IP networking and digital subscriber line access multiplexers (DSLAMs).