

Claro Case Study

Business Objective

Launch new and innovative mobile services whilst continuing to offer existing revenue generating IN services at a lower cost.

The Challenges

- Make a single strategic IMS service layer investment to offer new convergent services and for continued delivery of existing IN services to GSM and IMS users
- Continue to provide users on the legacy network with same service experience for high revenue IN services after retiring their EOL IN platform
- Create and launch new innovative services in compressed time-scales to maintain their dominant position in Argentina's fast moving market

The Solution

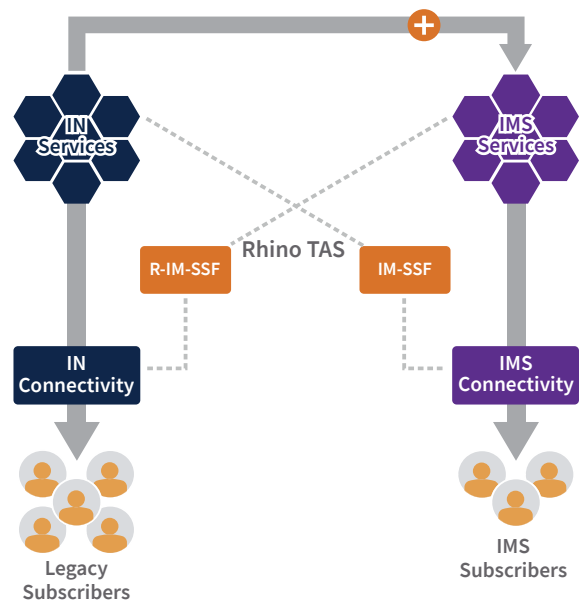
Converged IN/IMS Application Serve—Enables IN and IMS applications to run in a single platform, accessible to all subscribers irrespective of how they connect to the underlying network.

Key Points

- Robust hosting and execution environment for traditional IN services and new SIP applications
- Network agnostic — connects to network resources via SIP and/or IN signalling protocols
- Provides an open developer environment to encourage 3rd party innovation

Solution Benefits

- Avoids the need to create and manage a duplicate set of services in both the IMS and GSM networks whilst keeping IN services operational and available to all users
- Minimises complexity and dependencies enabling Claro to migrate users over to lower cost infrastructure without risking service disruption
- Encourages service innovation at a lower cost through increased developer pool
- Strengthens business services portfolio by enabling new convergent services to be offered, including notification, conferencing and presence/location services



EOL IN Services replaced by IMS equivalents or new hybrid IN-IMS apps

Net Results

- Multi-million dollar savings through eliminating the need to re-create and support a duplicate set of IN services for IMS users
- Reduced cost and greater flexibility for developing new convergent services through investment in an open platform
- Several million dollar cost avoidance through achieving early retirement of EOL IN platform

About Claro

Claro is based in Argentina and part of the America Mobile Group. Claro is market leader with one third share of subscribers. It serves 20+ million (mobile) connections. Argentina has a population on 41 million citizens.