

## CONSUMER COMMUNICATIONS OVERVIEW



End-user demands for communication services continue to rapidly evolve, creating enormous challenges for the network operator. The Metaswitch Consumer Communications solution allows operators to rise to these demands and take on the OTT app threat, at the same time as preparing a flexible infrastructure for tomorrow's technologies.

### ATTRACTIVE NEW SERVICES, EASILY DEPLOYED

Metaswitch Consumer Communications can help you defend your market share with new and innovative services that keep you connected to your highest-value consumers. Metaswitch helps you drive down your network costs, reduce your need for legacy infrastructure and take advantage of the industry's near-ubiquitous broadband and increasingly powerful mobile devices.

#### HD VOICE, VIDEO AND MESSAGING

More homes than ever before are now connected by broadband, and consumers are turning towards VoIP for telephony. For many consumers, there is still value in having a "fixed" presence in the home, but they want smarter services and a better selection of ways to stay in touch. The rise of smartphones and OTT apps gives consumers more communications choices. Revenue from delivering basic voice services is in sharp decline. UC, VoLTE, WebRTC, or RCS – even at a low deployment cost – aren't enough to reverse this trend. Network operators need to replace traditional voice services with an IP-based multimedia solution.

With a smart, modern user interface, consumers can enjoy HD voice and take their service anywhere. Family members can take it with them and stay in touch wherever they have Wi-Fi or any data connection. Adding video to any call is only a click away. The fixed-line presence at home now has an added value where consumers can easily route calls and messages to the right person using a simple interface to manage identities and preferred devices.

#### VOICE OVER WI-FI

Voice over Wi-Fi is poised to be one of the great disruptors in local, mobile VoIP access. With the right platforms and client interfaces, densely populated access points using unlicensed spectrum can replicate expensive mobile infrastructure – delivering near-ubiquitous access, high-definition voice quality, and new communications services at a fraction of the cost.

Public Wi-Fi infrastructure is undergoing explosive growth as specialized companies, fixed-line carriers, and local municipalities embrace the

technology to extend their footprints, increase customer value, and improve the quality of life in their neighbourhoods. Once limited to coffee shops and airports, public Wi-Fi is becoming increasingly accessible across entire city centers. Leverage this technology trend to cost-effectively offload growing data traffic or extend roaming access without regional licensed spectrum.

#### VOICE OVER LTE

With greater service flexibility and increased resource efficiencies, the benefits of a converged IP multimedia communications architecture are clear but network operators have struggled to justify the zero-day price tag and address the complexities associated with replacing their legacy circuit switch voice infrastructures with packet-based VoLTE, leaving them exposed to competitive low-cost or no-cost OTT alternatives.

Spotty 4G coverage requiring complex voice call continuity solutions, handsets lacking the processing power to adequately support VoIP clients, expensive infrastructure upgrades and the need to secure them... All this has led carriers to delay critical upgrades. These reasons for delaying voice migration from circuit- to packet-switched infrastructures were once numerous but are now increasingly immaterial.

Metaswitch's VoLTE feature set can be deployed rapidly with minimal upfront investment. Right away, you can defend against OTT competitors and embrace a network architecture that enables a smooth migration to VoLTE services. Fully GSMA IR-92/IR-94 compliant and based on Metaswitch's Clearwater, the industry-leading virtualized IMS core, this solution lets you roll out VoLTE services at your own pace while protecting your network's voice-related revenues and keeping your customers happy.

## EXCEPTIONAL QUALITY OF EXPERIENCE

In the highly competitive consumer communications market, network operators must deliver high quality, security, and reliability. Metaswitch delivers a well integrated and supported solution across its application servers, SBCs, partner devices, and network management. These assure carrier-grade reliability in highly versatile deployment options, including architecture for Network Functions Virtualization Infrastructures (NFVI) – and the flexibility to address small to large deployments, easily and cost-effectively.

Maintaining customer loyalty is rooted in the rapid resolution of interworking issues, quality problems, and outages. Our MetaView Network Management includes Service Assurance Server (SAS), a comprehensive, integrated tool for VoIP diagnostics and analytics. These detailed call traces enable your technicians to diagnose many common configuration, network, and interoperability problems, saving you time and optimizing customer support.

SAS also tracks all information related to the user endpoint and interfaces, including registrations and session interaction. Network operators can easily use MetaView SAS to monitor global end-to-end call quality, set key performance indicators (KPIs), and quickly identify potential problem areas with point-and-click drill-down.

The quality of experience extends to your end-users as they will enjoy a high-quality solution with easy setup and intuitive user interfaces across phone, Web, and mobile devices to maximize product utilization and satisfaction while minimizing post-sales support. Our Unified Communications experience is built for quality – optimizing voice and video quality while reducing battery-drain on mobile devices.

## RAPID TIME TO MARKET

The growing demand on consumer communications creates urgency for network operators to go to market quickly and effectively. The Metaswitch Consumer Communications solution is easy for network operators to deploy, using your existing broadband infrastructure and our fully virtualized, highly scalable application server. Consumers can use any number of devices: Android, iOS, Windows, Mac OSX, phones, tablets and VoIP handsets – all of which are easily provisioned and integrated with the service. No proprietary CPEs or expensive deployment costs are involved.

## THE TIME IS NOW FOR METASWITCH CONSUMER COMMUNICATIONS

The proliferation of mobile devices and the growth of OTT services is driving demand for better consumer communications solutions. With Metaswitch Consumer Communications, network operators can meet this demand and deliver the services that consumers want to use – across any network, at any time.

