

BroadWorks Client Management System

Managing New End-User Terminals

In the past, telephony service providers offering traditional TDM-based communications services have faced few challenges deploying and managing end-user terminals. These devices were simple to install, easy to use and rarely needed upgrades. However, not only did the terminals provide a weak end-user experience, they also greatly limited the types of services that could be offered. As basic communications services have become a commodity, operators have begun seeking alternative revenue opportunities through enhanced services.

By converging voice and data networks over IP, operators can now offer enhanced features that could not be deployed economically over traditional TDM networks. Through intelligent user terminals like smart phones, IP phones, and multimedia soft clients, end-users have access to advanced services that integrate many facets of communication into a single end-user experience. These value-added services provide increased revenue to the service provider – while the converged network reduces overall operating expenses.

However, hidden challenges and costs lurk in both the initial deployment and the ongoing management of the enhanced customer premises equipment (CPE) that ultimately enables all these new services. Whereas traditional end-user terminals are standardized, inexpensive, and easy to deploy, this next generation of CPE is relatively expensive, and can be complex and difficult to deploy, install and maintain. Many service providers have absorbed costs by using their internal IT organizations to build proprietary management solutions for each client model they deploy into the network. But these solutions are expensive to build and maintain. Moreover, they provide only the bare minimum functionality to roll the service out. They do not allow the operator to realize all the advantages that a true client management system (CMS) can offer—control, deployment models, and solutions to real world situations.

BroadWorks CMS Puts Carriers Back in Control

BroadWorks CMS is a carrier-class client management system, designed to address all of these challenges. It simplifies the rollout of enhanced CPE and reduces the cost of maintaining and supporting a network of multi-vendor end-user equipment. Through standards-based interfaces and tight integration with leading CPE and service delivery platform vendors in the industry, carriers can not only reduce the cost of managing clients in their networks, but realize new revenue opportunities by taking control of enhanced client-based services.

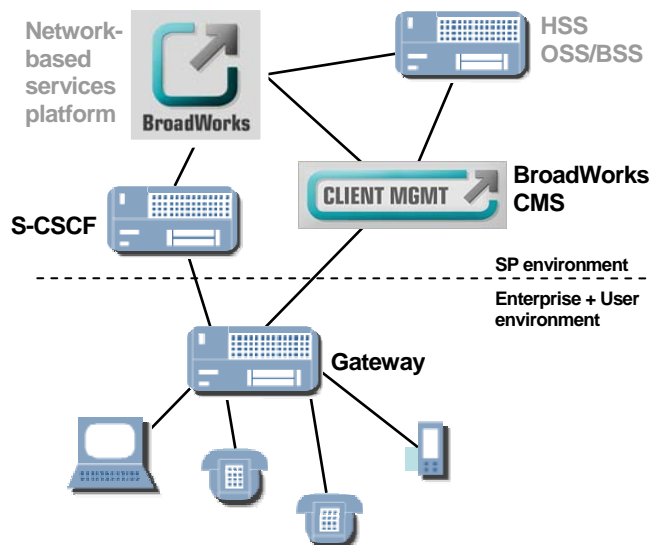
BroadWorks CMS is designed to be deployed in the operator's service delivery network, either independently or integrated with VoIP application platforms like BroadSoft's BroadWorks® in either IMS or standalone network architectures.

KEY BENEFITS

- **Pre-integrated, turnkey solution** - Address all aspects of managing, supporting and delivering services to clients from a central point within an IMS or standalone architecture
- **Lower operating costs** – Build better operating efficiencies through deployment and operations automation
- **Increased ARPU** – Roll services out more quickly to generate revenues faster
- **Simplified management** – Ease bulk provisioning, activation, and maintenance processes
- **Plug and play deployment** – Simplify the user experience
- **Standards based** – Using the latest industry standards, easily integrate into the service provider environment
- **Scalable** – Handle the most demanding client environments with ease

BroadWorks CMS Deployment

In IMS-based environments, the BroadWorks CMS can be deployed next to network-based services platforms and provisioning systems, as shown in Figure 1.



High-level view of BroadWorks CMS within an IMS environment

Information can be retrieved from the operational network services platforms to access terminal and user data. In particular, the CMS offers a tight integration with the BroadWorks platform, which offers a seamless user experience at the Web portal. Through these interconnections, the BroadSoft BroadWorks CMS offers important benefits through the resulting automation capabilities.

Solutions for Real World Challenges

Plug-and-Play Activation – An enterprise user who is a member of the technical assistance group requests a new phone service. With the BroadWorks CMS, the user can go to the self-service portal, sign in, and enter the required data. The BroadWorks CMS can offer terminal models with predefined configurations that match functional work activity so the user can select a phone with the required functionality. Once a phone has been assigned to the user and delivered, the user plugs it into the network where it homes to the CMS whose network address is programmed in. The CMS validates the request, determines that the phone is not configured, and proceeds to create a configuration file on-the-fly based on the user's service parameters and phone model. The configuration file is then downloaded to the client. This automated process avoids manual interventions that have a greater chance of human error and speeds the phone activation process.

Roaming Employee – In this example, an employee works in different locations and needs the phone features to move as she does. One challenge is to provide a consistent operation for the employee who may be adding contact information into the phone directory, as well as using the enterprise directory. She may also want to access group features at a new location. Another challenge is the continuous intervention needed to move the configuration and service. Through the BroadWorks CMS, the employee can log in to the phone at the new location and the system will automatically transfer service features and capabilities, including directories and group services. In this environment, the employee maintains her optimal communications efficiency for greater productivity.

FEATURES

- Service provider GUI allowing management control through a simple interface
- User self-service portal via a GUI for a personalized experience
- Fully integrated with the BroadSoft BroadWorks platform
- User profiles and client templates
- Manage configuration files from multiple vendors
- Automated process simplifies service deployments to groups and users via easy steps
- Scalable to large environments
- Comprehensive reporting capabilities, such as client status and client-user bindings

Functions and Services

The BroadSoft BroadWorks CMS provides functions and services at System Administration, Service Providers, Groups and Users levels.

The BroadSoft BroadWorks functions include:

- Client plug-in management for multiple terminal manufacturers
- Template management – such as boss-admin, employee, and customer support
- Client configuration generation
- Client firmware management – initial load, update, and tracking
- User-client profile management
- Service-level parameter controls
- Northbound interface to provisioning systems
- Client monitoring
- Reporting support

Time to Get Back in Control

BroadWorks CMS gives service providers the control and reach they have been looking for—to reduce operating expenses while opening the door to new revenue-generating services. Contact BroadSoft today to learn more about getting back in control of *your* network.