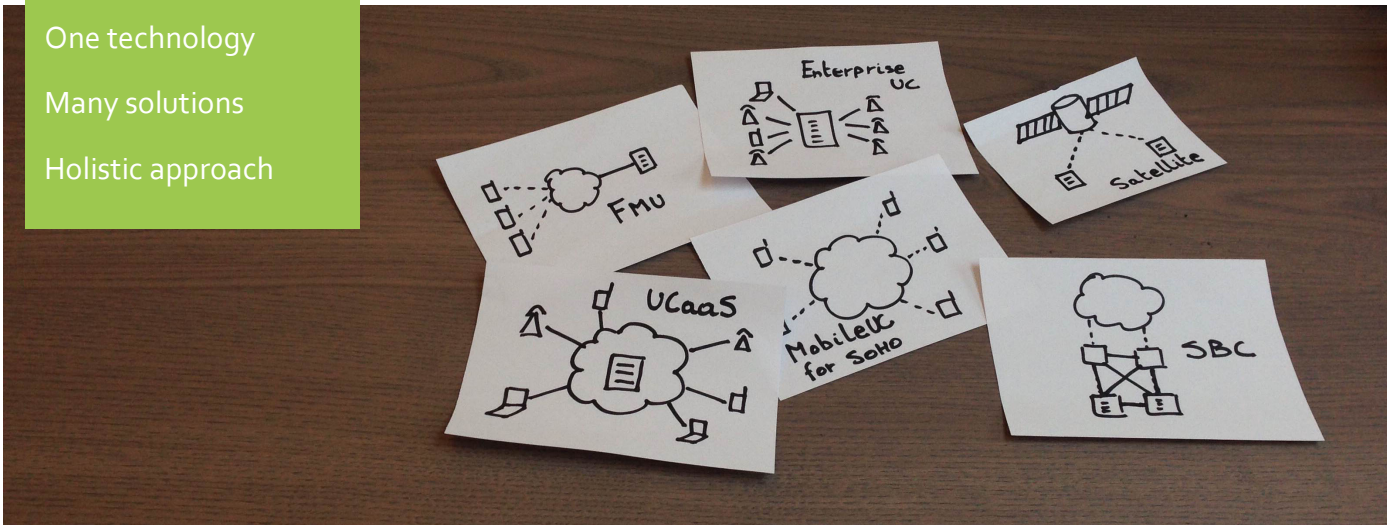


# Service Creation Environment

- One technology
- Many solutions
- Holistic approach

## Product Leaflet



### Create carrier grade services with the agility of a start-up

Whether you are deploying IMS in the core of your network or you are still in a pre-IMS stage, you are probably looking to create new services and interesting blends of network and Internet functions. The OTT threat forces Network Service Providers to act more agile and launch innovative services with short time to market whilst preserving industrial strength and carrier grade quality.

### Benefits at a glance

**One technology ... many solutions**

Address any market ... with a single platform

**360° service approach**

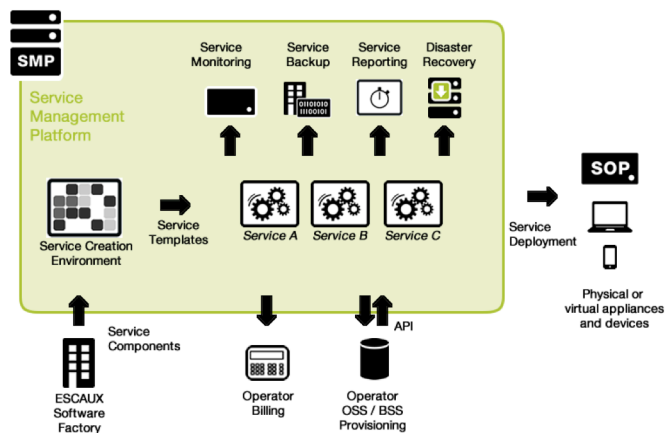
Cover all your functional and non-functional service requirements ... with a single platform

**Synergies across all services**

Build and operate all your communication services ... with a single platform

**Lean-and-mean yet robust**

Create new services as-fast-as-a-start-up yet robust and industrialized like a telco



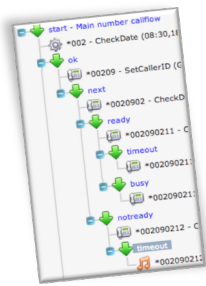
### Flexible yet robust Service Creation

With the ESCAUX **Service Creation Environment (SCE)**, building a new service is like using Lego™. Our bricks are called **Service Components** and just like Lego bricks they can be put together to create complete end-to-end solutions.

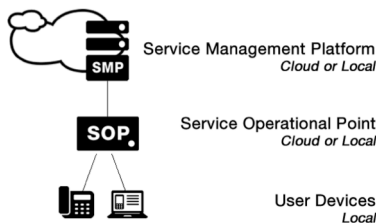
A Network based Service is always characterized by a set of (1) functional and (2) non-functional requirements. The ESCAUX SCE provides a 360° service approach and services created with the SCE automatically meet both types of requirements.

### (1) Functional requirements

The SCE is a web application allowing a system administrator to assemble the Service Components into **Service Templates**. Service Templates provide the communication logic, i.e. offer the functional features, allowing a wide range of hardware and software elements like audio and video endpoints, rich communication and collaboration clients, webRTC endpoints, OTT clients, ERP and CRM platforms, ... to interact with each other resulting in an integrated and unified communication experience.



The communication logic, part of the Service Template, runs inside a Service Operational Point (SOP). A SOP is a physical or a virtual appliance, located on premise or in the cloud. All software and configuration running on a SOP is installed and managed by the SMP (Service Management Platform).



## (2) Non-functional requirements

1. Services created with the ESCAUX SCE are easy to extend and evolve thanks to the granular nature of the Service Components;
2. All customer configuration is automatically documented, versioned and archived by the SMP, ensuring service recovery, now and later;
3. Services are automatically monitored for faults and performance and customer generated content is automatically backed up by the ESCAUX BMS (Backup and Monitoring System)
4. All usage and accounting information on Service Components is available through extensive reporting and can be injected in the Operator's billing systems;
5. All 3<sup>rd</sup> party software and hardware components, part of the ESCAUX eco system, are auto-

provisioned, backed up and monitored for faults and performance;

6. Integration with the Operator's existing BSS and OSS systems is accomplished via transactional and bulk API calls;
7. Disaster recovery of a broken SOP is a matter of minutes with all configuration and software being centrally managed at the level of the SMP;

## One technology ... many solutions

Service Components can be bundled into off-the-shelf solutions called **Service Templates**. This allows ESCAUX to propose a broad range number of Telecom and Enterprise turnkey solutions like:

- Mobile UC for SOHO
- Mobile UC for Enterprise
- Cloud UC for Enterprise (UCaaS)
- On-premise UC for Enterprise
- Microsoft Lync integration
- Intelligent SIP Trunking
- SBC / Enterprise SBC
- ...

All these Service Templates are entirely built with the ESCAUX SCE. Engineering and Operations teams only have to understand a single platform to design and operate them.

## Operational engineering synergies across services

The operational engineering effort needed to introduce a new service is a very considerable cost for a Network Operator. Thanks to the synergies offered by the SCE and SMP across the various services being deployed, this cost is strongly reduced and time to market is strongly improved.

## Future proof and expandable

The ESCAUX Software Factory is constantly feeding new Service Components into the SCE. These Service Components can be off-the-self or tailor made. Service Components are either created by the ESCAUX software development teams, provided by a 3<sup>rd</sup> party or in some cases co-developed with our customers.

## About ESCAUX

ESCAUX is a worldwide reference in Unified Communications platforms for fixed line, mobile and military satellite operators. The ESCAUX Unified Communication Solutions are built on a modular technology with respect for open standards. The extremely powerful ESCAUX Service Creation Environment enables operators to address any possible market segment (SOHO, Small & Mid-size Enterprises, Corporate) with any possible deployment architecture (on-site, hybrid cloud, pure cloud).