

Project Scope

Deploying Cisco Service Control solution to monitor and control subscriber traffic to create new revenue streams while capitalizing on the existing infrastructure.

Customer Overview

- A total telecommunications provider, covering a wide array of voice and data exchange services, as well as 3G, ADSL and broadband Internet services.
- Providing innovative products perfectly suited for its customers.
- One of its major successes is its superior network, which contains state-of-the-art products and technologies.

Business Challenge

- The current strong competition with other mobile operators requires the customer to develop new service solutions.
- Rising needs to classify analyze charge for and control Internet traffic at multi gigabit wire line speeds.
- Identifying and targeting high-margin content-based services and to enable their delivery.

Solution

Our Professional Services Engineers implemented Cisco Service Control solution using four Cisco service control engines (SCE) 2020 series to monitor and control traffic of the ADSL and 3G subscribers. This includes integration with other solution components including collection manager, subscriber manager, Oracle database and RADIUS server.

For the ADSL subscribers, two SCE 2020 were used in an MGSCP cluster to provide integrated resiliency and load sharing functionality. For the 3G users, two SCE 2020 were cascaded using direct fiber cords to provide the required resiliency for the 3G users.

Different packages were configured on the subscriber manager to apply the required traffic control policy. The solution was implemented in a subscriber-aware mode in which the RADIUS server was integrated with the subscriber manager to identify the logging subscriber and apply the corresponding package.

The whole solution was managed using the Cisco Service Control Application Suite for Broadband (SCA-BB) software, which provides a single point of administration for the whole solution components.

Deployment Challenges

- The Cisco service control solution is an advanced technology addressing the most sophisticated environments.
- Deployment within a critical production network.
- Integration with different 3rd party products including the Oracle database and the RADIUS AAA server.

Benefits for Business

Developing Competitive Edge Against Competitors

- The deployed solution allows the customer to offer controlled Internet services for the customers giving edge against competitors.

Profit Increase

- Since access and bandwidth became commodities where prices continuously fall and profit disappears, the deployed solution allows the customer to realize new profit from the value-added services that could be offered.

Traffic Monitoring Capabilities

- The deployed solution enables the customer to classify, monitor and analyze the Internet traffic, which creates new opportunities for business expansion.

Product List

- Cisco service control engine 2020
- Cisco collection manager
- Cisco subscriber manager
- Cisco 7600 chassis for the MGSCP solution