

Sun and Telepo

Helping make better business decisions faster



Converged communications are changing the business landscape. For the first time, services based on different means of communication – whether voice, video, messaging, or information sharing – are available on any device. The technology is helping people in mobile and global environments make smarter business decisions rapidly. Telepo's Business Communication Solution (BCS), running on a Sun platform, delivers a complete unified communication solution for fixed, mobile, Internet protocol (IP) telephony, PCs, or laptops. Today, a number of global brands such as Nokia are benefiting from BCS technology. Typically, they see efficiency gains and productivity returns within six to nine months.

Highlights

- Meet the need for a complete mobile unified communications solution.
- Gain an attractive and intuitive interface, consistent for all devices and services.
- Build on established open standards.
- Provide multi-language support so people from different countries can collaborate well.
- Address the security and integrity needs of an enterprise.
- Integrate reporting tools so enterprises can control costs for the enterprise in real time.
- Support standard mobile phones and a broad range of smartphone platforms, such as Symbian, Windows Mobile, and RIM/BlackBerry.
- Deploy solution in enterprise premises, hosted by application service providers or by fixed or mobile network operators.
- Enable seamless roaming and handover of active calls between networks and devices.

Convergence drives growth

Given the level of competitiveness across all markets, companies need to respond quickly to new opportunities. Increasingly, successful companies are those that can make smarter business decisions fast. Faced with these challenges, organisations are investing in converged communications. It's a cost effective way of giving people all the collaboration tools they need on any device. These kinds of solutions that offer multimedia communication services, with integrated availability information on a PC or handheld, are changing the game, giving people more control so they can act as soon as an opportunity comes along.

For some time, mobility has been overshadowed by fixed and IP phones in the converged workspace. However, Telepo's Business Communication Solution (BCS) is changing the landscape. It has already helped Telepo win the GSM Association's award at the Mobile World Congress for the Best Mobile Enterprise Software. BCS extends the range of advanced voice, video, and messaging services beyond the office environment so people can work effectively from customer premises, airports, hotels, and their homes.

Telepo Business Communication Solution

BCS is a complete mobile unified communications solution. It meets the need for fixed, mobile, IP voice communications, and call control services. Traditional desk phones and private branch exchange (PBX) systems are also supported. The beauty of BCS is that users have a single identity and the same set of services whatever devices they are using.

Multi-language support is standard so people from different countries can work together. Each user is configured with their preferred language and their services such as voice prompts, user interfaces, and custom presence states are then automatically adapted, even when travelling.

- BCS supports different authorisation levels so companies can limit presence information and access to other services.
- The solution consists of client software installed on a mobile phone, PC, or laptop (Softphone+, Mobile+) and BCS installed on an Intel-based Sun server and a session initiation protocol (SIP) voice gateway.
- The software runs on a Sun server and MySQL database. Telepo is currently migrating the software to Sun's GlassFish™ Application Server (known as Project Sailfin). User data can be accessed from a Sun Lightweight Directory Access Protocol (LDAP) Directory Server.

- BCS offers a complete set of services through a common interface and a consistent user experience. Unlike other solutions, companies receive a secure central point of management for their global communication network — significantly reducing costs.
- The solution supports standard mobile phones and a broad range of smartphone platforms, such as Symbian, Windows Mobile, and RIM/BlackBerry.

Paul Hinz, Director of Application Platform, Sun Microsystems, says “Telepo is an innovative and award-winning application vendor for mobile business communication, which has a strong fit with Sun initiatives around Project Sailfin, for the next generation enterprise requirements.”

According to the GSM Association 2007 Award for the Best Mobile Enterprise Product: “Telepo Business Communication Solution is a superb example of innovation - an important application in an emerging market that will deliver value to enterprises worldwide. Telepo is pioneering innovation in the international FMC market.”

Better growth, lower costs

In spite of the productivity gains, companies still have to weigh up the costs of any new technology. This is where BCS’s key advantage comes in. The technology not only helps employees work smarter and more productively, it also helps companies reduce their communications overheads. It’s low-cost and quick to deploy. That’s because with its modular design and support for open standards companies don’t have to “rip and replace”

existing systems. They can re-use their legacy technology.

Soon after deployment, the cost of international and long distance calling for mobile users will begin to fall. Thanks to least-cost routing functionality, calls automatically go via the cheapest route. Advanced online reporting also means usage statistics are freely available so administrators can manage costs more closely. In addition, training is minimised because end users gain an intuitive user interface, consistent for all devices, whether mobile, PC, laptop, or IP phone.

Tailored solutions meeting business need

Telepo doesn’t believe in a one-size-fits-all approach. That’s why companies can tailor BCS to their own needs, choosing different user interface views for special categories, such as contact centre agent call management, and support different handsets (including voice over IP clients, IP phones, SIP hard phones and voice over WiFi dual-mode mobile phones) depending on end user requirements.

Security is engineered into the technology. Advanced call encryption, authorisation, authentication, and end user and user group policy management features are all part of the BCS package. Even better, the technology is scalable so that organisations can develop the system in line with their own business growth.

Payback in six months

Among Telepo’s many clients using BCS, Nord Solutions, an application service provider is a particular success story. There was a major drive to increase business. The question was finding a

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smarter way for people to work together. Nord Solutions turned to Telepo for a mobile unified multimedia communications solution that enables working more closely with customers. The great news is that since deployment, the customer base has grown more than three fold in six months. Payback on investment also took just six months. In another example, Nokia gained better control over its costs and increased savings through Telepo. The independent software vendor provided an innovative mobile voice application that reduces the cost of Nokia’s corporate mobile calls.

About Sun and Telepo

Telepo is the leading provider of enterprise mobility and converged business communications solutions to enterprises, application service providers, and network operators worldwide. The combination of Telepo BCS and Sun hardware and software offers customers a winning open-standards alternative to other vendors’ proprietary solutions. Telepo is an innovative and award-winning application vendor for business communication, which has a strong fit with Sun initiatives around Project Sailfin, for next-generation enterprise requirements. The collaboration also offers a carrier-grade deployment alternative thanks to Sun’s rich experience and product fit for this segment.



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