

TeliaSonera

TeliaSonera Accelerates its Hosted Messaging Business by Deploying Ensim Unify™

Customer Profile

TeliaSonera is the leading provider of high-quality telecommunication solutions in the Nordic and Baltic regions, and the mobile communications leader in Eurasia. The company offers fixed telephony, mobile, and Internet-access services, as well as advanced information and entertainment services, and continuously pursues new opportunities in mobile data and IPTV on its mobile and broadband networks. It recently launched fiber broadband in Denmark, and is active in more than 20 countries in Northern and Eastern Europe, Central Asia and Spain, with a total of more than 106 million mobile customers. The company has more than 30,000 employees and 115 million subscribers.

The Business Need

For TeliaSonera, extensibility is paramount for success. The company has an aggressive, multi-country growth strategy for new mobile and Internet-based services. Their existing infrastructure, however, threatened to hold them back and limit their growth.

Managing back-end systems required significant resources, their portfolio of services was limited, and creating new services required lengthy deployment cycles. Further, their existing infrastructure had limited self-management features for customers and limited ability to integrate with other applications.

They needed an integrated, extensible service-management solution that wouldn't require them to build a brand-new platform.

The Solution

After meeting with Ensim EMEA executives in Stockholm and Helsinki, a meeting with Ensim's Executive Management Team at the company's headquarters in Santa Clara, California, and site visits to existing Ensim Unify™ customers, including Omninet, Inforce, and Belgacom, TeliaSonera chose Ensim Unify™ Service Provider Edition as their service-management solution. A single, centralized software application, Ensim Unify™ simplifies the day-to-day burden of activating, configuring and managing a service provider's Unified Communications and Collaboration infrastructure.

"Extensibility and integration with our front and back end systems were key considerations when evaluating our options because we required a solution that was up to the task of supporting our multi-country growth strategy. After having the opportunity to see a proven solution at work by visiting several existing Ensim customer sites, we chose Ensim Unify™ for its easy installation, fast deployment time and the great self-management capabilities it offers to our customers. This has given us the ability to accelerate our hosted messaging business and allows us to launch new services later this year and into next year."

Ulf Svensson,
Product Manager
Hosted Messaging
and Collaboration



Installation and Deployment

Ensim Unify™ can be installed on top of existing production platforms, so no extensive development cycle was required. Ensim provided full-project ownership, including the front- and back-end integration, so there was no need for external integrators. As a result, TeliaSonera's Ensim Unify™ system was operational within 30 days. This included a proof-of-concept evaluation period, five days installing Ensim Unify™ on top of TeliaSonera's existing infrastructure, which was based on Microsoft's platform for Hosted Messaging and Collaboration (HMC), and performing the acceptance testing cycles.

TeliaSonera was pleased with the overlay installation process. Ensim Unify™ Service Provider did not require them to build out an entirely new platform. This rapid deployment enabled the customer to achieve their go-to-market timelines and expected ROI numbers.

About TeliaSonera

TeliaSonera provides telecommunications services in the Nordic and Baltic countries, in Spain and in the emerging markets of Eurasia, including Russia and Turkey. TeliaSonera is in the business of providing high quality telecommunications services, including packaging and carrying content like sound, images, data, information, transactions and entertainment. TeliaSonera offers services that help people and companies communicate in an easy, efficient and environmentally friendly way. For more information, please visit www.teliasonera.com

About Ensim Corporation

Founded in 1998, Ensim Corporation is the leading provider of user provisioning and access management software. Ensim products are used by service providers and enterprises worldwide to accelerate and enable deployment of integrated solutions, simplify and automate secure management of complex environments, and increase user and IT productivity. Ensim is Microsoft Gold Certified. For more information, visit www.ensim.com or contact Ensim at 1-877-693-6746 or 1-408-496-3700 outside the United States.

The Benefits

Ensim Unify provides TeliaSonera with:

- | Extensibility: The ability to add new services and solutions quickly to support the TeliaSonera product roadmap and create additional value for customers
- | Shortened go-to-market timelines which improves the ROI for new services
- | A future-proof solution which will remain current with upcoming infrastructure changes and new releases of the services that are sold from the platform
- | Support for local languages including Danish, Finnish, and Swedish
- | Streamlined migration from Exchange 2003 to Exchange 2007
- | Self-management capabilities for TeliaSonera's customer base
- | Improved service and system management, which results in reduced operational costs



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