Creating New Value Added Services for Enterprise Customers with AVSystem's M2M Connectivity Management solution

POLKOMTEL CASE STUDY

Background

Polkomtel Poland is one of the largest mobile service providers in the Central European region. The operator is a part of Cyfrowy Polsat Group, one of the largest Polish companies and a leading media and telecommunications group in the region providing 16.9 million services to 5.7 million customers.

Due to increasing market demands for B2B Value-Added-Services, Polkomtel decided to select and deploy a central service enablement platform providing a service virtualization layer above different Southbound Interface protocols used for device management, monitoring and billing. The main goal for a new IoT program, consisting of multiple projects, was providing new revenue streams by introducing new B2B and B2C services across various verticals: Utility, Automotive, Security Services, Banking, Smart Home, Tolling Services.

Executive summary

Company
Polkomtel

Industry
Telecommunications

Location
Warsaw, Poland

Solution
M2M Connectivity Management

Challenges/Goals
▍ Having one single platform that is future-proof and will serve any kind
▍ of IoT use case
▍ Providing extensive business intelligence
Scalability and flexibility

Benefits
▍ Platform that is flexible, scalable and gives the ability to serve any IoT use case
▍ Ability to provide new VAS services to enterprise customers
▍ Integration with many external systems providing in-depth service quality analysis and business intelligence

Challenges

In order to accomplish the above, Polkomtel needed to deploy a central service enablement system aggregating data from different OSS/BSS systems. Achieving this would be possible thanks to combining information from service end-points and the telco's core network for in-depth service quality analysis and business intelligence. The selected platform needed to be flexible and appropriate for a wide variety of verticals with dedicated views for admins as well as end users.

Results

With the deployment of AVSystem's M2M Connectivity Management solution, Polkomtel received a fully-fledged solution that provides one view of all incoming data. This is possible thanks to the Coiote IoT Application Enablement's capability of integrating various systems (among others: provisioning, PCRF, security systems, HLR, trouble ticketing systems, billing, geo-location, device management). The data is presented in two different views – one for the admin (telco) and one for the end-user (enterprise).

The deployed M2M Connectivity Management solution enables the following:

- Reducing the gap in support operations – thanks to a clearly accessible asset inventory, APN administrators gain a comprehensive view of all of their assets while customers get the option to refer to specific assets in support requests.

- Ability to manage the assets' business status – in the case of SIM cards, the customer is able to block, suspend, activate as well as check the operational status of each particular device.

- Comprehensive SLA maintenance – SLA measurements are conducted continuously without any additional costs for the customer.

- Convenient asset tracking – the location of the assets is always clearly visible. Location geo-fencing allows to set borders for SIM cards, thus limiting device usage outside a given area. Alerting, device reconfiguration or SIM card business status change may follow (e.g. theft detection). Areas can be freely defined by Customer in runtime.

- Customizable dashboards – Polkomtel's customers have the ability to create their own monitoring dashboards that allow the platform to be tailored to their vertical and business.

- Advanced reporting capabilities – customers are able to download reports in their format of choice (CSV or XLS). Exporting raw samples is also possible, if needed.

About AVSystem

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No IoT deployment is successful without proper device management—this is what AVSystem stands for. We help companies around the globe deliver better quality of service thanks to our best-in-class device management solutions. We also focus on WiFi VAS and indoor location as well as systems for SDN and NFV. In addition to creating software, we actively participate in the standardization process of the Lightweight M2M (LwM2M) standard to enable secure device management in the IoT ecosystem. More than 100 companies worldwide, including some of the world's largest mobile network operators, rely on AVSystem to expedite their IoT service deployments. Learn more at www.avsystem.com.

About Polkomtel

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Polkomtel Sp. z o.o. is the leading telecommunication operator in Poland, providing services under Plus brand. The company is the leader of LTE technology using state-of-the-art telecommunication solutions in developing services for its customers. It is a part of the Cyfrowy Polsat Group, the biggest media and telecommunication group in Poland which has 5,7 million contract customers and provides to its customers over 16.9m services of mobile telephony, pay TV and Internet access.