Turn your legacy PSTN into a competitive advantage

Migrate to an efficient all-IP ultra-broadband infrastructure with PSTN Smart Transform from Nokia
Legacy PSTN services have the potential to provide value to consumers and generate the bulk of service provider revenue for years to come. But the PSTN must be transformed so that it can realize this potential. Service providers need **PSTN transformation** solutions that can simplify product and technology maintenance, protect voice revenues and decrease cost to serve.

Nokia PSTN Smart Transform delivers on these needs. It enables you to build and execute a PSTN transformation strategy that:

- **Ensures** zero impact on end users
- **Defines** the right business and technical targets
- **Achieves** massive migration on time and on budget

Users will continue to embrace mobile and broadband voice. But a majority of them will also continue to rely on the PSTN.

Secure their loyalty by delivering the same PSTN service quality at a lower cost and with more reliable technology.

**VOICE END-USER TRENDS**

In 2017, 70% of the world’s 650M fixed voice users will still rely on the PSTN.

Source: Infonetics Research, 2013
Nokia: The industry’s transformation specialists

Nokia is the industry’s leading provider of PSTN transformation solutions. The choice of service providers worldwide, we are specialists in the planning, management and execution of large-scale network and business transformation projects. We help our service provider customers reduce overall operating costs and unlock new revenue opportunities by enabling them to deploy ultra-broadband access solutions and transform legacy PSTN voice services.

We can do the same for you. Our PSTN Smart Transform solution combines our real-world experience in network transformation, expertise with proven tools and processes, and industry-leading ultra-broadband portfolio. It ensures your success with a holistic approach that covers the entire transformation process, from consultancy through design, planning, migration and support. With PSTN Smart Transform, you can take complexity and risk out of the transformation process, preserve PSTN service quality and give your customers compelling reasons to remain loyal.

Don’t wait to migrate. Partner with us and turn your legacy PSTN into a competitive advantage.

Get results with PSTN Smart Transform:

- 30% – 50% lower migration costs
- 20 seconds of outage time per user during migration
- 99% first time right rate
- 2x faster time to market
What’s your transformation strategy?

You may already be planning to migrate your PSTN services to an all-IP ultra-broadband network architecture. That is because you know that migration will improve your business efficiency and solve many of your toughest challenges, including:

- **Reining in** the growing maintenance costs associated with aging PSTN products and technologies
- **Protecting** PSTN voice revenues as interest in wireless and broadband services grows
- **Reversing** the trend toward high cost to serve, driven by low port utilization, high power consumption and increasingly stringent green regulations

Upgrades, migration and consolidation are part of your daily operations. But PSTN transformation demands change on a much bigger scale. It brings new pressures, new uncertainties and new levels of complexity. There’s a lot to manage and a lot that can go wrong. Factors like customer resistance, competing projects, inconsistent data records and gaps in internal PSTN competence can disrupt your plans and take you over budget. More significantly, they can create problems that disturb end users and put their loyalty at risk.

Analysis of 11 migration projects shows that PSTN Smart Transform brings an average cost saving of 36% compared to business-as-usual operations.
Your best strategy: Choose Nokia PSTN Smart Transform

Every service provider environment presents unique characteristics, challenges and opportunities. You need a partner that can help you build the strategy that works best with your environment and brings you the best chance to succeed.

Nokia is a trusted PSTN transformation partner. Through engagements with service providers around the world, we have developed a deep understanding of the migration lifecycle. We have also developed a complete set of services that can be adapted to any migration project. PSTN Smart Transform makes all of our proven methodologies, processes, tools, and subject matter expertise available to you.

Seize your opportunity with PSTN Smart Transform

- **Define the best transformation strategy for your business** with support from our migration experts
- **Secure your business case** with a “migration factory” approach that uses proven processes to ensure that your project stays on schedule and meets all milestones.
- **Eliminate churn** caused by provisioning and cabling errors with automated tests that deliver a 99% first-time-right rate.
- **Accelerate time to market** with patented methodologies and tools that streamline migration processes and minimize their impact on your operations and customers.
- **Optimize migration project costs** with a field-proven delivery model that cuts resource requirements by up to 50%.
- **Choose the equipment that’s right for you** with support from migration concepts and tools that can be easily adapted to multivendor environments.

PSTN Smart Transform focuses on minimizing execution errors, avoiding unexpected costs and ensuring zero end-user impact

- Our **Business Case Modeling** capabilities encompass market data, opportunity assessment, target segments, user services and revenue forecasts. They ensure that you make the right business and technical decisions from the start.
- The highly experienced specialists in our **Migration Operating Center** use our industrialized migration workflow tools to ensure that you manage the transformation process consistently and stay on schedule.
- Our **Subscriber Cable Identification service** prevents execution errors by validating and discovering the assignments between MDF cable and copper pairs and end users.
- Our **Mass-Data Migration service** saves time and avoids inconsistencies by automating the extraction, transformation and loading of subscriber data during moves and changes.
- Our **Progressive Cut-Over** tool-assisted service verifies and provides immediate feedback on connections during rewiring or re-cabling (jumper, splice, co-termination) processes.
Take a holistic approach to PSTN transformation

PSTN transformation isn’t a business-as-usual technology upgrade. It’s a change that can touch every aspect of your business. PSTN Smart Transform extends your view beyond technology and empowers you to take control of the key elements of the transformation process, including:

**Strategy**
We help you identify, define and develop a strategy that’s right for your network, customers and business. In developing this strategy, we examine your business case financials and sensitivity factors and assess your opportunities, risks and assumptions.

**Present Mode of Operation (PMO)**
We help you evaluate your current operations, technologies and networks and determine how well they meet the demands of the marketplace. We work with you to identify and mitigate risks and capitalize on opportunities for broader transformation.

**Future Mode of Operation (FMO)**
We use our expertise and experience to help you design, build and implement an achievable vision that spans networks, services, operations and business strategies.

**Legacy migration**
We clear your path from PMO to FMO with customized legacy service and network migration strategies. We support these strategies with methodologies and tools that have been validated in service provider environments worldwide.

**Migration Lifecycle Methodology**
PSTN Smart Transform builds on a framework provided by our standards-based Migration Lifecycle Methodology and proprietary Advanced Integration Methods (AIM) extensions. This framework allows us to support you at every stage of the migration process, from strategy to consulting and delivery.

Based on ITIL® V3, the Migration Lifecycle Methodology covers all activities that could be required to execute a complex migration project. This methodology can be easily tailored to your specific technical, business and management requirements.

**It’s not business-as-usual. Nokia, the right partner for PSTN transformation**

- What is the business driver?
- Where do we start? What do we migrate first?
- How do we minimize end-user impact?
- What are the risks? How do we avoid them?
- How do we stay on budget?

- CONSULTANCY
  - Network assessment
  - Strategy scenarios
  - Business modeling

- SOLUTION DESIGN
  - Network design
  - E2E integration
  - Solution verification

- MIGRATION PLANNING
  - Capability design
  - Data validation and clean-up
  - Program management

- MIGRATION
  - Mass data migration
  - Progressive cut-over
  - Re-routing

- POST-MIGRATION MANAGEMENT
  - Service delivery assurance
  - Decommissioning
  - Central office exit

Nokia lead time: 3 months

Future mode of operation
A leader in multivendor network migration

Nokia is a global leader in PSTN transformation, offering unmatched expertise and experience in the planning, design, migration and maintenance of multivendor VoIP and next-generation networks. We are actively working with service providers in many markets to design and implement the tools and processes required to migrate complex legacy networks. Our knowledge is helping these service providers develop solutions that optimize costs and remove complexity and risk from the PSTN transformation process.

Our unique credentials

- Global leadership in ultra-broadband and voice platform technologies: 100M+ voice lines shipped, 250+ fixed access customers and 50+ PSTN transformation projects
- Real-world experience in network transformation: 20+ large customers and almost 80 successfully executed transformation projects
- Proven tools and processes that bring tangible results: Up to 2x faster time to market, 30 – 50% lower migration cost and 99% first-time-right execution, all of which help maximize end-customer satisfaction
- Deep PSTN expertise: The industry’s most extensive knowledge, experience, and installed base of PSTN switches

Customer references

“We know that we can rely on the experience, expertise and capabilities of Nokia to not only efficiently manage, but also dramatically transform, our network operations so we can offer our customers next-generation telecom services. This way of work fits in our strategy ‘Strengthen, Simplify and Grow’.” Tier-1 operator in Europe

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<tr>
<th>Customer</th>
<th>How Nokia helped</th>
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<tbody>
<tr>
<td>Vivacom</td>
<td>End-to-end strategic transformation of fixed and mobile network throughout the country.</td>
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<tr>
<td>Saudi Telecom</td>
<td>Supported network design, local exchange decommissioning and migration of legacy TDM switches to multi-service access nodes.</td>
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<td>Turk Telekom</td>
<td>Supported the Rural Transformation project to modernize the voice network and migrate legacy PSTN to multi-service access nodes.</td>
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<tr>
<td>KPN</td>
<td>Managed the transformation of fixed network operations and migration of existing voice network to next-generation platforms.</td>
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<tr>
<td>Manx Telecom</td>
<td>Created a unified IP network for seamless delivery of voice, data and multimedia services. Migrated 70,000 subscribers from the legacy network to the next-generation network and successfully replicated all existing services.</td>
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Let us help you

Nokia is committed to improving the processes used for major network transformations. Our PSTN Smart Transform solution has enabled service providers of all sizes to discover better, faster and more cost-effective ways to transform their voice and data networks.

We want to use our tools, methodology and experience to help you succeed with your transformation project. Contact us to learn how PSTN Smart Transform can help you remove cost and risk from the transformation process and turn your legacy PSTN into a competitive advantage.

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