



IMS Realization— From Planning to Design

EMC Consulting has gained unmatched experience by working with early adopters in the IP solution—services over IP (SoIP)—marketplace. Together, they are actively involved in leading the creation of IP infrastructures that enable the delivery of multimedia services over the Internet and have successfully launched many of today's world-class IP-based services.

Challenge

Rapid advancement in communication technologies has spurred the need for standards bodies to define an infrastructure platform for the delivery of bandwidth-intensive content (e.g., audio, video, or web). Several standards bodies, working together through the 3rd Generation Partnership Project (3GPP), developed the Internet Protocol Multimedia Subsystem (IMS) framework for providing multimedia functionality to mobile users. The IMS platform concept introduces true convergence by separating session access from both the media resources and the application level. This and other standards enable delivery of new telecom services to the consumer and business customers in both wire-line and wireless environments via the same platform.

Telecommunications companies interested in implementing a platform based on the IMS concepts had to address a series of complex design activities in multiple domains, including network engineering, IP engineering, service planning, business requirements, and OSS/BSS system design. One such company turned to EMC® Consulting for expertise in design and implementation planning for the new platform.

Solution

Working very closely with the standards organizations (3GPP and TISPAN), as well as with the multiple IMS vendors, the EMC team ensured that the client's requirements were clarified and met. The team provided:

- **IMS reference architecture design:** Creating an end-to-end reference architecture for the IMS platform in the wire-line domain to support any service for any customer.
- **RFI development:** Wrote and coordinated the RFI for the platform and for the individual IMS functional components based on the reference architecture.
- **High-Level design documents creation:** Led application design sessions, interacting with the vendors and writing the high-level design documents for the platform and for the individual IMS components.
- **RFP development:** Composed RFP documents for the IMS components based on the design documents.
- **IMS lab:** Designed an IMS lab platform to demonstrate a proof-of-concept for each project stage.
- **IMS testing:** Developed and executed component-level testing and end-to-end IMS platform testing.

Result

EMC solutions provided thought leadership and technical expertise throughout the platform planning, design, and testing processes to ensure a successful IMS platform implementation which served the client's specific requirements, embraced existing standards, and enabled the introduction of new telecommunications products and services.

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Take the next step

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